

INTERNATIONAL BRAND

Packaging

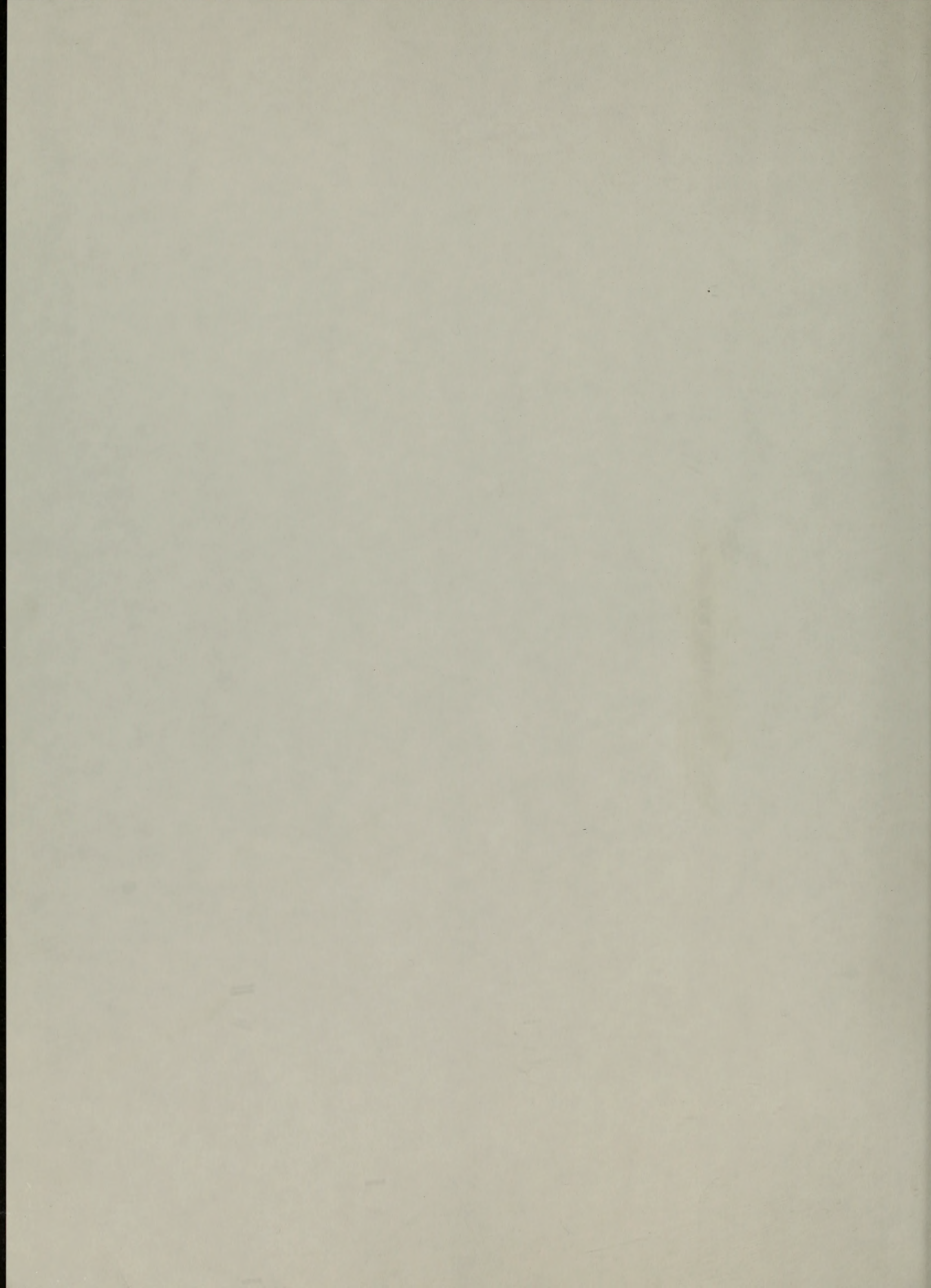
AWARDS



INTERNATIONAL BRAND

PACKAGING AWARDS will intrigue you with this unique compendium of the state-of-the-art in international package design. Featured here are the 160 winners of the first annual International Brands Packaging Awards competition. To qualify for competition consideration, each participant was asked to describe how their design reinforced the brand's marketing strategy. More than 3,000 entries were submitted by designers from the United States, Canada, Latin America, Europe and the Far East in this worldwide competition. A distinguished panel of judges chose 160 as best of show, gold, silver, bronze and honorable mention awards.

The outstanding quality and variety of the entries made the judges' task more challenging than in most design contests. This book honors these winners and also features more than 100 other entries for special consideration. Students of design and design and marketing professionals will benefit from seeing how package design can help solve complex marketing problems. This international competition underscores the important contributions that the design community is making to marketing in all parts of the world.



INTERNATIONAL BRAND

Packaging **AWARDS**



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Preface

As Editor and Publisher of the monthly news magazine, *Graphic Design: USA*, I am exposed to, and have the opportunity to report on, all aspects of graphic communication — from annual reports and corporate literature, to direct mail and sales promotion, to publication and book design, to signage and exhibits, to broadcasting and multimedia, to menus and covers and on and on and on.

Why then would we single out "packaging design" among all of these as a subject to highlight with an international competition? The reason is threefold.

First, graphic design is fully coming of age as a discipline because the best practitioners of it are increasingly market driven and marketing savvy; and because corporate and institutional clients have come to recognize that design is not merely a frill or a decoration but an integral part of the planning, creation and marketing of a product. Within the broad category of graphic design, it is clear that package designers are more successful than most in demonstrating the power of their expertise to support marketing strategies, to promote strategic brand objectives, and to measurably produce results at the all-important point-of-sale. Package designers are ahead of the curve (at least by a few feet) in experiencing the marriage between design and marketing that will define all the design disciplines in the 1990s.



GORDON KAYE

Second, package design is faced with a myriad of challenges that make it a fascinating microcosm of American business in the 1990s. Among the challenges confronting package designers: the growing complexity of environmental regulations and consumer demand for environmentally friendly packaging; the many ramifications of increasing global marketing and international trade; the expanding interest in nutrition and the legal issues involved in nutritional labeling requirements; the impact of computers and digital technology on design and production of packaging graphics; the need to develop ever-closer relationships or "partnerships" with customers in this era of intensified intra-firm competition; and the continuing search for effective and efficient ways to break through the "clutter" of our exploding information era. The IBPA competition has already shown the potential to help identify these challenges and to suggest creative problem-solving solutions to them.

Third, packaging design performs a vital function in our lives, communicating information, ideas, images, decoration and direction about the products that we buy and use everyday. Package designers warrant recognition for their contribution to business and society and, while the level of appreciation is rising, it should be higher and higher still. In this vein, a guest columnist in *Graphic Design: USA* recently described package design as "the Rodney Dangerfield of the marketing communications mix for some companies..." My view is that the trend is up for this profession and that — as the winning pieces represented in this book make clear — package designers definitely deserve respect.

Gordon Kaye

Gordon Kaye
Editor and Publisher, *Graphic Design: USA Magazine*

Introduction

The concept for this First International Brand Packaging Awards grew out of many years of helping companies in the United States and throughout the world market their products in what has become a constantly changing and dynamic environment. These experiences convinced me that although brand marketing has become more sophisticated, the role of the package designer professional often is misunderstood.

In order to provide the marketer with a competitive advantage, the design of a package must continually reinforce brand strategy, which usually has been established by the client company and the advertising agency. Consequently, it is crucial to the marketing success of a new product or a repositioned existing product that the package designer be consulted in the early planning stage. By integrating and coordinating the talents of the designer, the advertising agency and the client at the beginning, the package can fulfill its function as the final link in the marketing chain and motivate a purchase-decision in the five or six seconds that it takes the customer to make up their mind.

The purpose of the International Brand Packaging Awards is to call attention to and strengthen recognition of the package designer's contribution to the marketing process.

More than 3,000 entries were submitted by independent designers, company staff designers, advertising agencies and manufacturers of consumer and industrial products from the United States, Canada, Latin America, Europe and the Far East. A distinguished panel of judges chose 160 Best of Show, Gold, Silver, Bronze and Honorable Mention winners.

Each participant in the competition was asked to describe how the design solution supported the brand's marketing strategy. The responses prove that designers understand marketing and that good design can be compatible with sound marketing principles.

On the following pages, you will become acquainted with the winning entries and with many packages which are worthy of special attention. The enthusiastic response of the international design community has encouraged us to make International Brand Packaging Awards an annual event.



MURRAY J. LUBLINER

Murray J. Lubliner

Murray J. Lubliner
Director, International Brand Packaging Awards

The Awards

The International Brand Packaging Awards focus on how designers, advertising agencies and clients are helping to solve complex marketing problems through package design and brand identity planning. Designers, advertising agencies and brand marketers in the United States and throughout the world may enter packages, labels, lines of packages and labels, and brand logotypes produced in the previous year. This program establishes a forum for designers and marketers to share their expertise with the global business community and with colleagues throughout the world.

The Awards program is directed by Murray J. Lubliner, who has played a pivotal role in development of brand identity strategies for hundreds of marketers in the U.S. and overseas. Among his areas of expertise are auditing of package design effectiveness for existing products and development of packaging strategies for line extensions and new products.

Lubliner approaches brand packaging as the critical link in the marketing chain from manufacturer to consumer. He is committed to raising package design to the highest professional level and to the integration of packaging with brand image advertising and in-store merchandising. He finds that when corporate management makes packaging a top priority, the brands benefit and have a greater chance for success in the marketplace.

Among the companies that have retained his expertise are, ConAgra, Scott Paper, Gerber, Hershey, Warner-Lambert, BASF, Allied Signal, Shell Oil and Samsonite.

Before forming Murray J. Lubliner Associates, based in New York, he served as a founding partner in Lubliner/Salitz for 17 years and as a senior marketing executive at Lippincott & Margulies. He is a specialist in the naming of companies and brands and on the relationships of a corporation's identity to its brands in marketing communications.

He is a graduate of New York University, where he is an adjunct professor at the NYU Management Institute and teaches, "Image, Identity and the Bottom Line." He writes and speaks extensively on brand and corporate identity issues.

The Judges

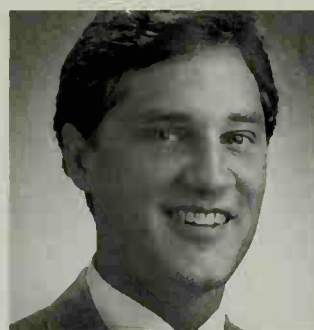
The First Annual International Brand Packaging Awards is proud to highlight the distinguished panel of design, marketing, advertising, and research professionals who evaluated each entry on how effectively the package, label or product identification supports brand marketing strategy. The judges are:



HOWARD J. ALPORT
Principal
Lipson-Alport-Glass &
Associates



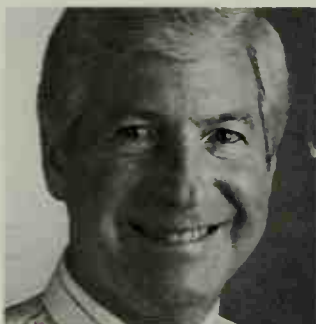
AUBREY BALKIND
President & CEO
Frankfurt Gips Balkind



CHARLES E. BRYMER
President & CEO
Interbrand Corp.



PAMELA J. CLARK
Manager Package Design
Thomas J. Lipton Co.



RICHARD GERSTMAN
Managing Partner
Gerstman + Meyers Inc.



BARBARA HARRINGTON
Director Package Design
Campbell Soup Co.



JOHN LISTER
CEO & Creative Director
Lister Butler Inc.



MARY F. PISARKIEWICZ
President
Pisarkiewicz & Company



ELLIOT YOUNG
President
Perception Research
Services, Inc.

Best of Show



COLONNA, FARRELL: DESIGN

St. Helena, CA

Tom Jordan

Ralph Colonna

Cynthia Maguire

Peggy Koch

Jordan Sparkling Wine

P.I. DESIGN CONSULTANTS

London, UK

Chris Griffin

Don Williams

Jed O'Brien

Ian Crowther

Total (France)



LEWIS MOBERLY

London, UK

Mary Lewis

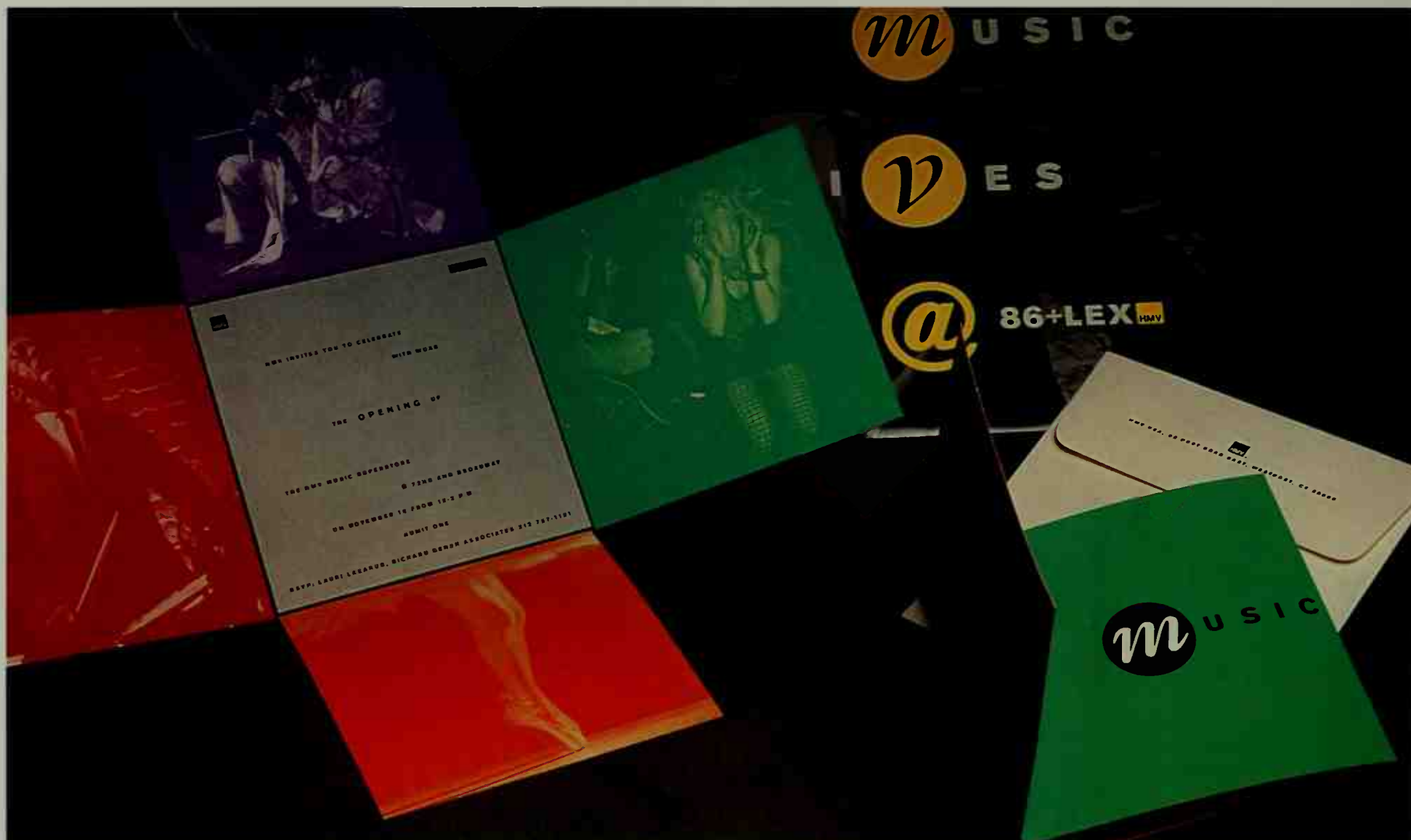
Jimmy Yong

Andrew Chater

Scholl Consumer Products



Gold Awards



FRANKFURT GIPS BALKIND
New York, NY
Kent Hunter
Danny Abelson
Johan Vipper
HMV Super Music Stores

PACKAGE LAND CO., LTD.
Osaka, Japan
Yasuo Tanaka
Kuraly Co., Ltd.



SELAME DESIGN
Newton, MA
Dave Adams
Champion/Belden Automotive

LIPSON-ALPORT-GLASS & ASSOCIATES
Northbrook, IL
Angi Moth
Keith Shupe
Peter D. Eng
Taco Bell Corp.



HOFFMAN YORK + COMPTON
Milwaukee, WI
David Waelfel
Debara Budde Collesen
Will Croff
Sunbeam-Oster





KING-CASEY

New Canaan, CT

Donald Geisz

Linda Sheintop

Pam Cameron

True-Temper Hardware



JAGER DI PAOLA KEMP DESIGN

Burlington, VT

Michael Jager

Steve Keetle

Andre Carnellier

Karhu Canada

TIM GIRVIN DESIGN

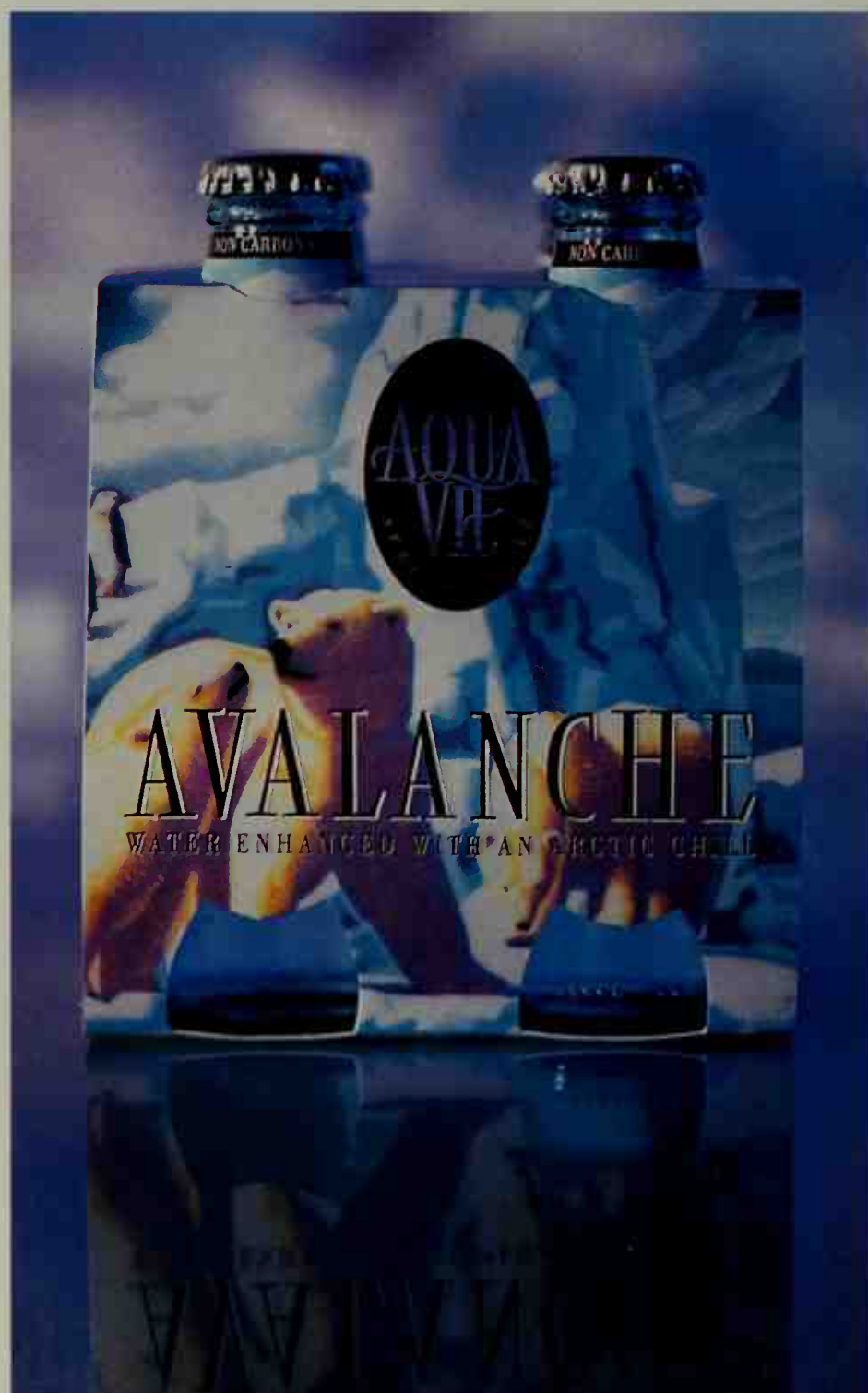
Seattle, WA

Tom Gillespie

Stephen Pannone

Bryan Haynes

Aqua Vie Beverage Corp.



DONALDSON GROUP
 San Francisco, CA
 David Alan Kaszko
 Barry Deutsch
 Asante Technologies



OSTRO DESIGN
 Hartford, CT
 Michael Ostro
 Michael Heintz
 Peter Dunn
 Canson-Talens, Inc.



MIDNIGHT OIL STUDIOS
Boston, MA
James M. Skiles
Kathryn A. Klein
Parker Brothers



HORNALL ANDERSON DESIGN WORKS
Seattle, WA
Jack Anderson
Mary Hermes
Broodmoor Baker



GERSTMAN + MEYERS
New York, NY
Juan Concepcion
Lisa Keyko
Joanna Feldheim
Sweetheart



DESIGN NORTH
Racine, WI
Richard Deardorff
Gwen Granzow
Aseo Brown Boveri

GEORGES GOTLIB
New York, NY
Georges Gotlib
Yue-Sai Kan Cosmetic Ltd.





MOONINK COMMUNICATIONS
Chicago, IL
John L. Downs
Joyce H. Downs
Continental Baking Co.

COGNATA ASSOCIATES
Sausalito, CA
Richard Cognata
William & Clarisa Corp.

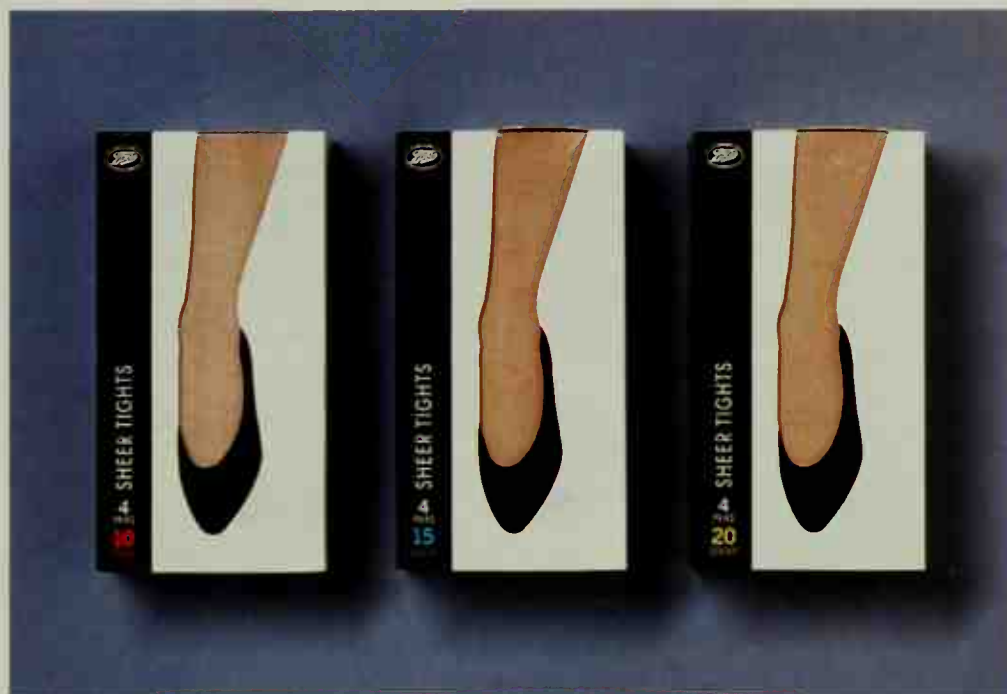


PENTAGRAM DESIGN
New York, NY
Paula Scher
Dugald Sturmer
From the Rain Forest, Inc.





LEWIS MOBERLY
London, UK
Mary Lewis
Amanda Lawrence
Lucillo Scrimgeour
Liz Wilkinson
The Boots Company



DESIGN BRIDGE UK LTD
London, UK
Rod Petrie
Graham Shearsby
Sue Streeter
Quaker Oats Limited



TAB GRAPHICS DESIGN
Denver, CO
Applewood Seed Co.

Silver Awards



SCHAFER ASSOCIATES
Oakbrook Terrace, IL
Barry Vinyard
Jill Cockrell
Casablanca Coffees



SANDOZ NUTRITION CORPORATION
Minneapolis, MN
Shannon Brady
Martha Taccone
Healthy Recipes



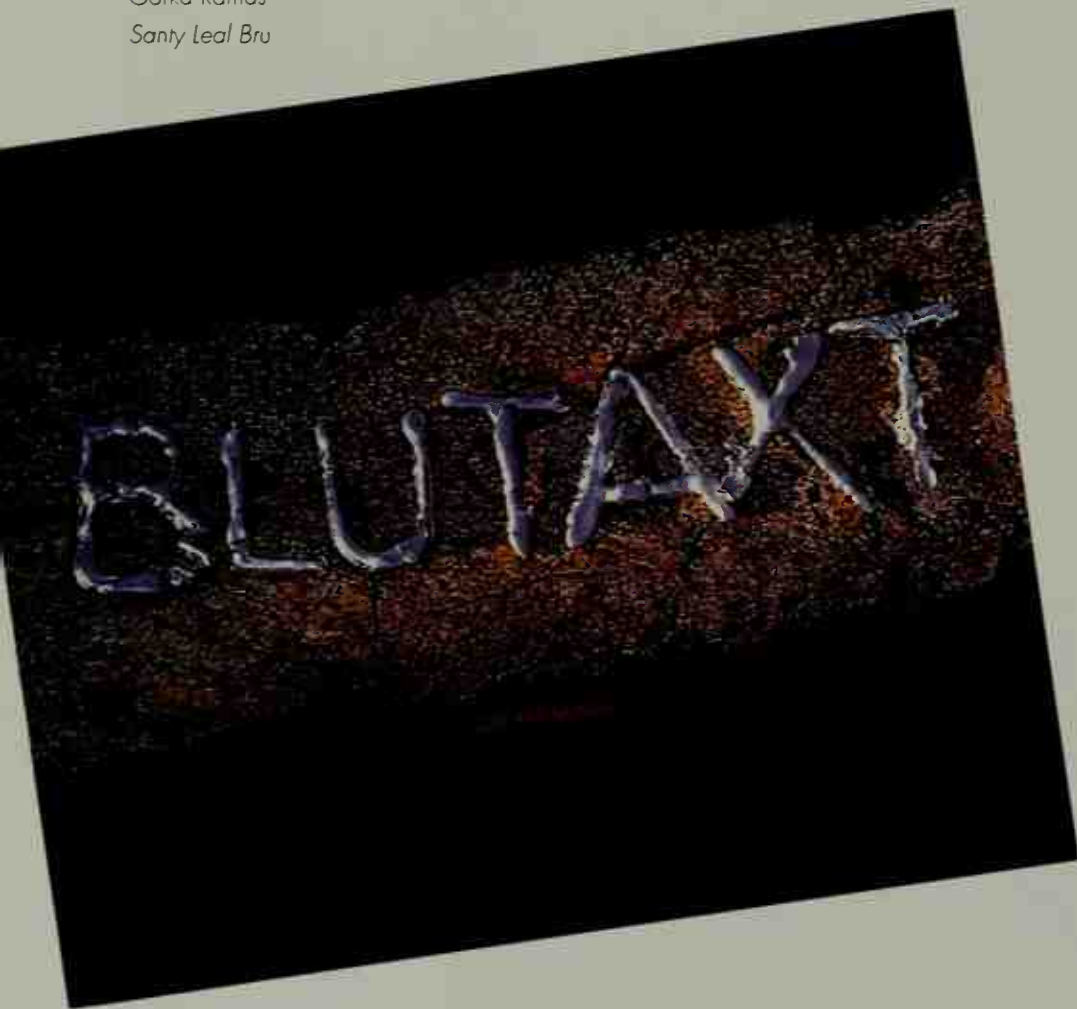
R.J. REYNOLDS TOBACCO COMPANY
Winston-Salem, NC
Tom Chadwick
Steve Sharpe
Deborah Crofts
Winston Select



CHARLES ZUNDA DESIGN CONSULTANTS
Greenwich, CT
Charles Zunda
Sylvia Lorenz
Rudy Mosso
Northern Feather

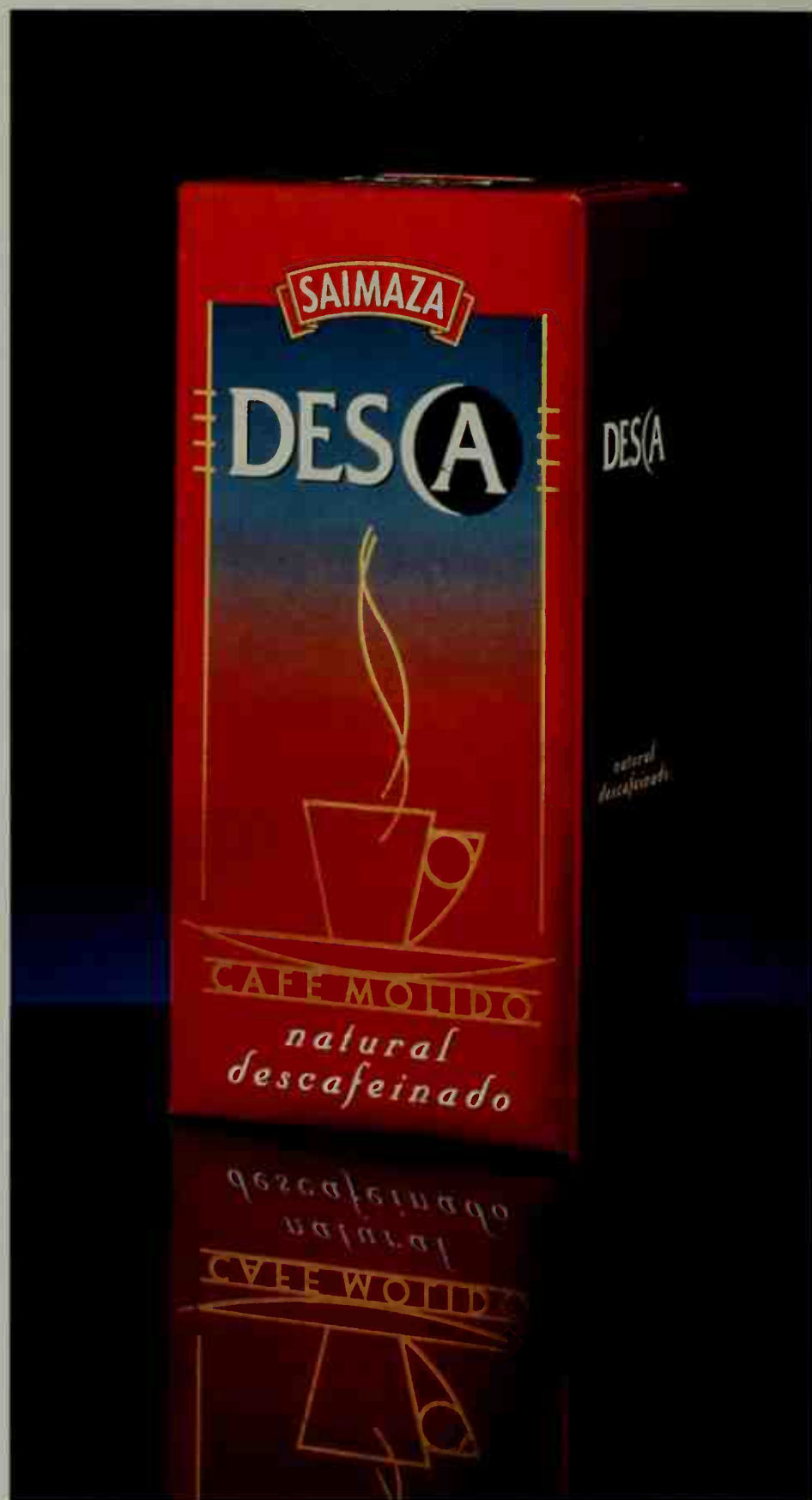
SILVER AWARDS //

NAVYAB AKBAR
 Barcelona, Spain
 Sonia Navvab Akbar
 Gorka Ramas
 Santy Leal Bru



LIBBY PERSZYK KATHMAN
 Cincinnati, OH
 Marjorie Corleton
 John Metz
 Procter & Gamble

DESIGN BOARD/BEHAEGHEL &
 PARTNERS
 Brussels, Belgium
 Erik Vantol
 Kraft General Foods, Spain





MICHAEL STANARD
 Evanston, IL
 Michael Stanard
 Anne Warner
 Jack Kellbach
 Matchbox (USA) Ltd.



PIER 1 IMPORTS
 Fort Worth, TX
 Sissy Bennett
 Elaine Cole
 Chaya Mata
 The Naturals Leather Accessories



MAEDA DESIGN ASSOCIATES
Osaka, Japan
Kazuki Maeda
Seiichi Maeda
Fumio Hayakawa
Baba Cutlery Works

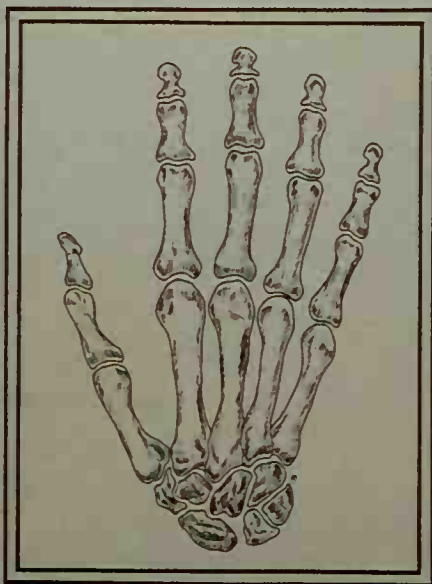
MAEDA DESIGN ASSOCIATES
Osaka, Japan
Kazuki Maeda
Yarakasukan
Shuji Ueda
Seiichi Maeda

Tatsu Uma-Honke Brewing Co., Inc.

HARTE YAMASHITA & FOREST
Los Angeles, CA
Susan Healy
Fenwick



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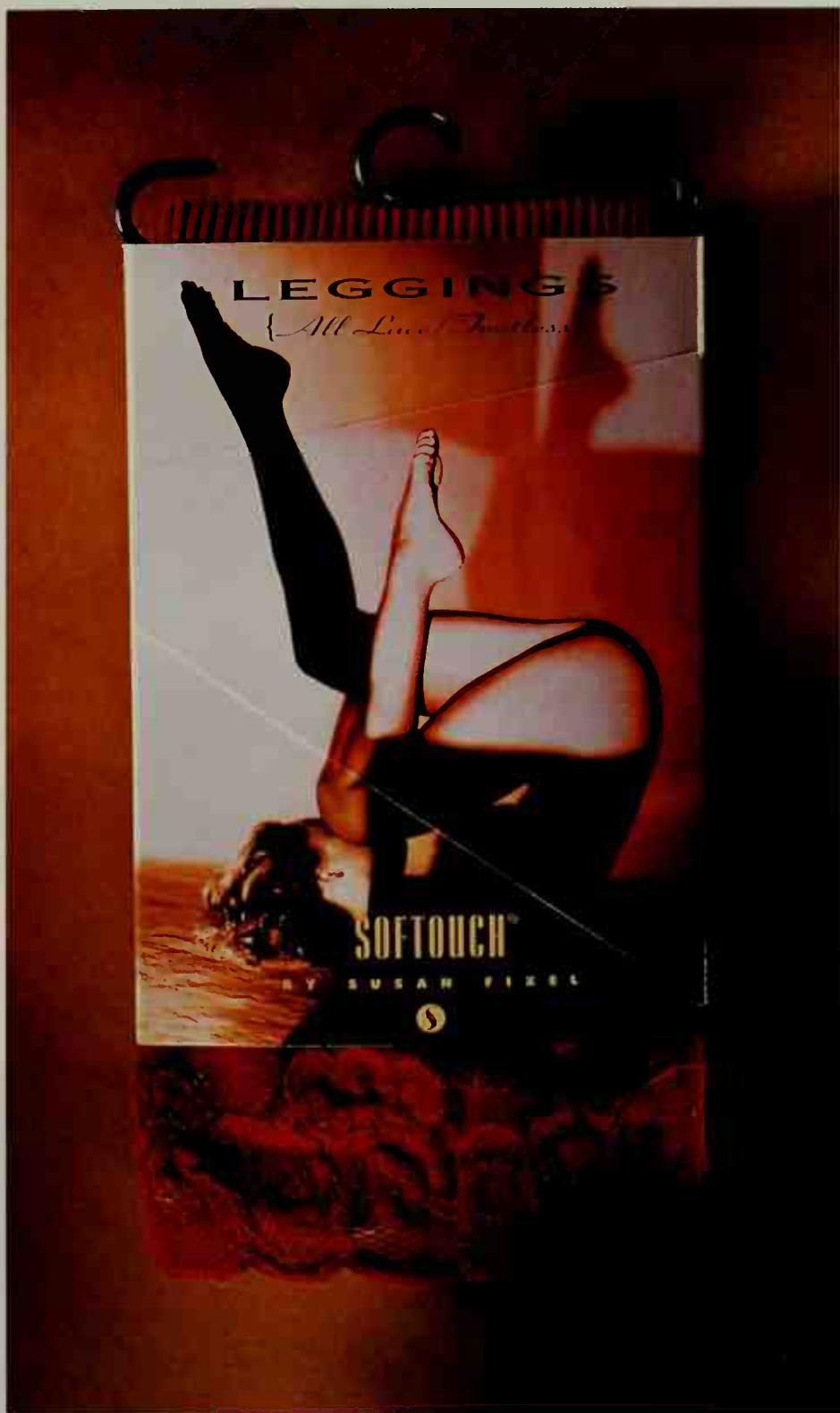


PARHAM-SANTANA
New York, NY
Richard Tesoro
New York Zoological Society

CURTIS DESIGN
San Francisco, CA
David Curtis
Steve Underwood
Ghirardelli Chocolate Co.



DESIGN PARTNERS
Toronto, Canada
Al Lancaster
Frank Gottvald
David Allen
Black & Decker Canada, Inc.



PINKHAUS DESIGN

Miami, FL

Joel Fuller

Tom Sterling

Gallen Mei

Ralf Schuetz

Softouch

MVP MARKETING, VISUALS & PROMOTIONS

Minneapolis, MN

Dick Wienrib

Brent Bentrout

Dick Seitz

The Valspar Corporation



WALSH AND ASSOCIATES

Seattle, WA

Miriam Lisco

Katie O'Shea

Michael Stearns

Washington Cheese



COLEMAN, LIPUMA, SEGAL & MORRILL
New York, NY
Sol V. LiPuma
Abe Segal
William Lee
Castrol, Inc.



PRIMO ANGELI
San Francisco, CA
Vicki Cero
Philippe Becker
Terrence Tong
Xylinx Corporation





PISARKIEWICZ & CO.
New York, NY
Mary F. Pisarkiewicz
Mary Maggio
Jennifer King
Julie Passik
Pop a Cob Promotion

AXION DESIGN
San Anselmo, CA
Eric Jon Read
Robert P. DeVito
Memtek Products



DESIGN NORTH
Racine, WI
Richard W. Deardorff
Barbara Maslen
Fort Howard Corporation

Bronze Awards

HUNT WEBER CLARK DESIGN
San Francisco, CA
Nancy Hunt-Weber
Daprano & Company



DE PLANO DESIGN
New York, NY
Marco De Plano
Bulova Accutron





FITCH RICHARDSON SMITH
Worthington, OH
Larry Dostal
Ron Zimmerman
Sarah Spott
DAP, Inc.



GAD SHAANAN DESIGN
Montreal, Canada
Helen Carriere
Gad Shaanan
AVS Technologies Inc.



PINEAPPLE DESIGN
Brussels, Belgium
Marie-Jo Claesse
Produits Habi

MURRIE WHITE DRUMMOND
 LIENHART ASSOCIATES
 Chicago, IL
 Kate McSherry
 Quang Ho
 Linda Ware
 Kraft General Foods

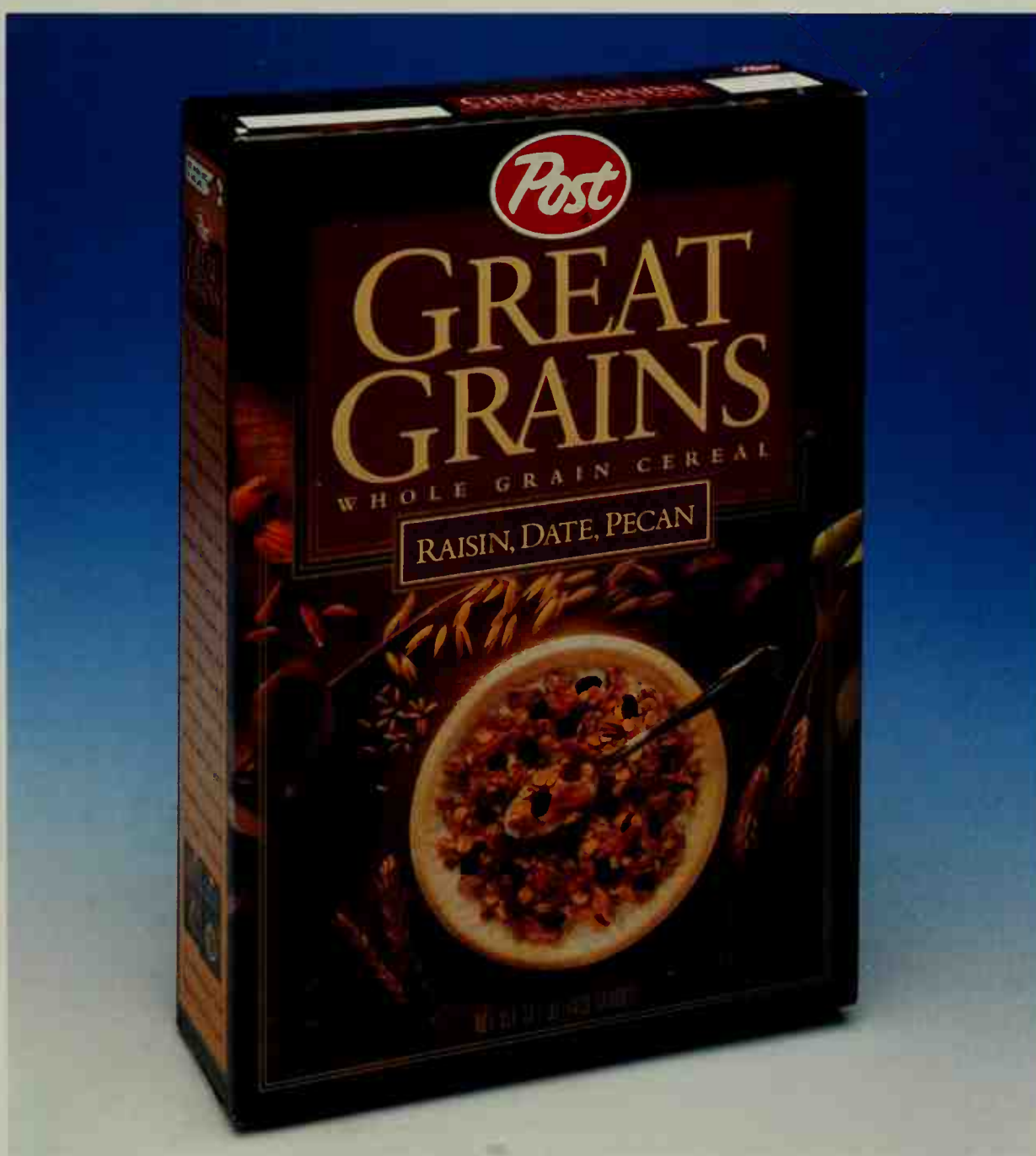
WALLACE CHURCH ASSOCIATES
 New York, NY
 Stan Church
 Robert Wallace
 Phyllis Chan
 Nestle Beverage Co.



DiDONATO ASSOCIATES
 Chicago, IL
 Peter DiDonato
 Donald Childs
 Zylab Corporation

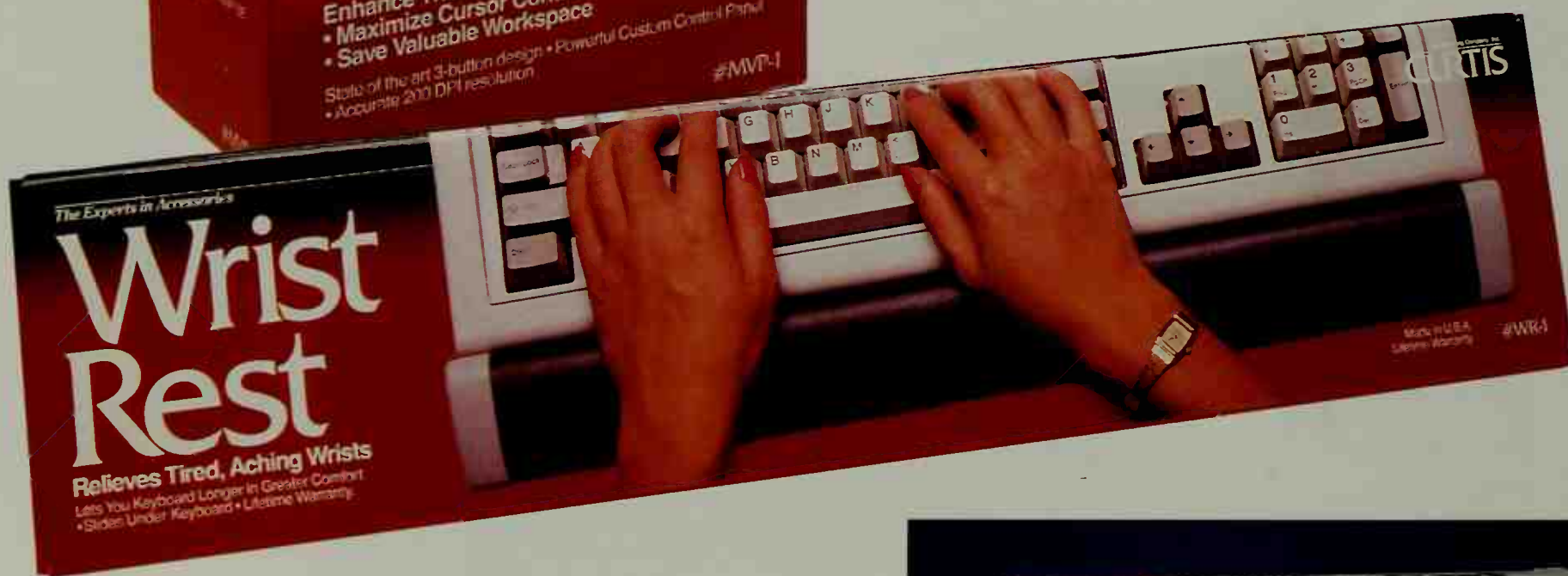
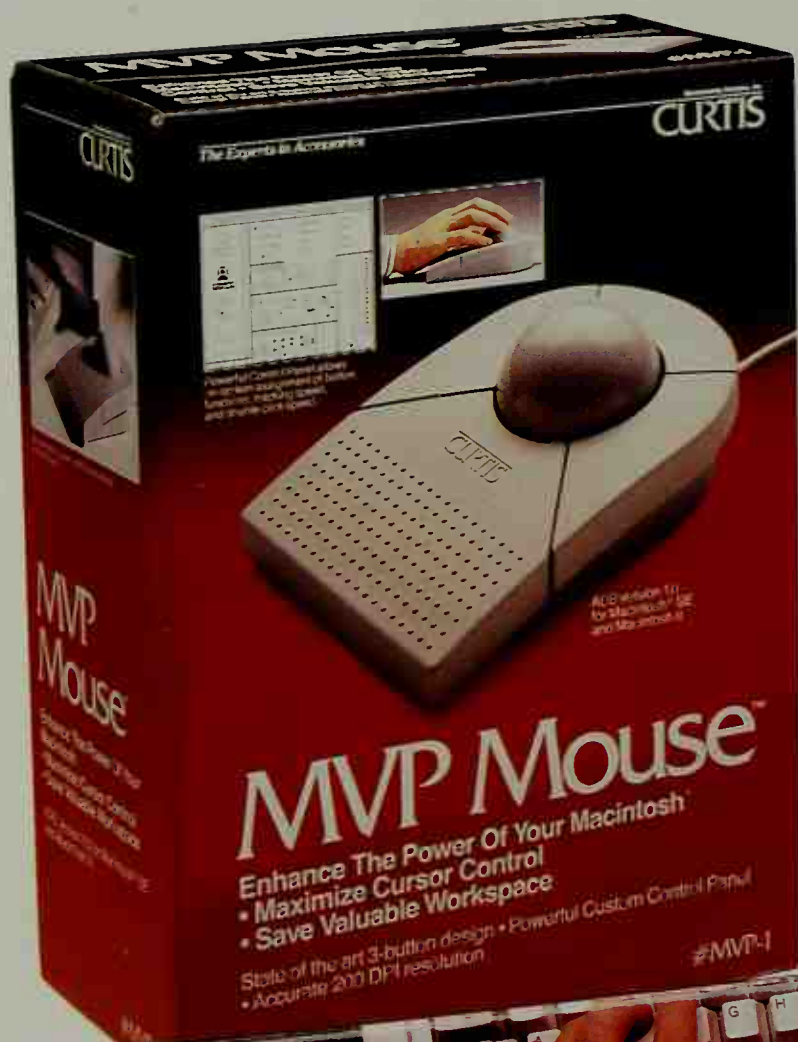


DIANE DELUCIA DESIGN LTD
New York, NY
Patricia Kavic
Diana Delucia
Rebecca Moses



SBG PARTNERS
San Francisco, CA
Mary Brucken
Deborah Jones
Carol Bowman
Kraft General Foods

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John Kukawinski
Les Pitteway
Hoyts Cinemas Corp.



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Avis Photography
Curtis Manufacturing Inc.

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Jim Makstaller
Mark Castator
Totes, Inc.





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 MacroMind, Inc.



BRONZE AWARDS

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Dil Design Team
Lever y Asociados S.A.C.I.F.

BAGBY DESIGN
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Gail Pollock
Steven Bagby
Jane Gittings
The Jel Sert Company



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GRP RECORDS
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Andy Baltimore
Scott Johnson
Impulse





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Design Team Morillas & Asociados
Catalana De Vins Artesans

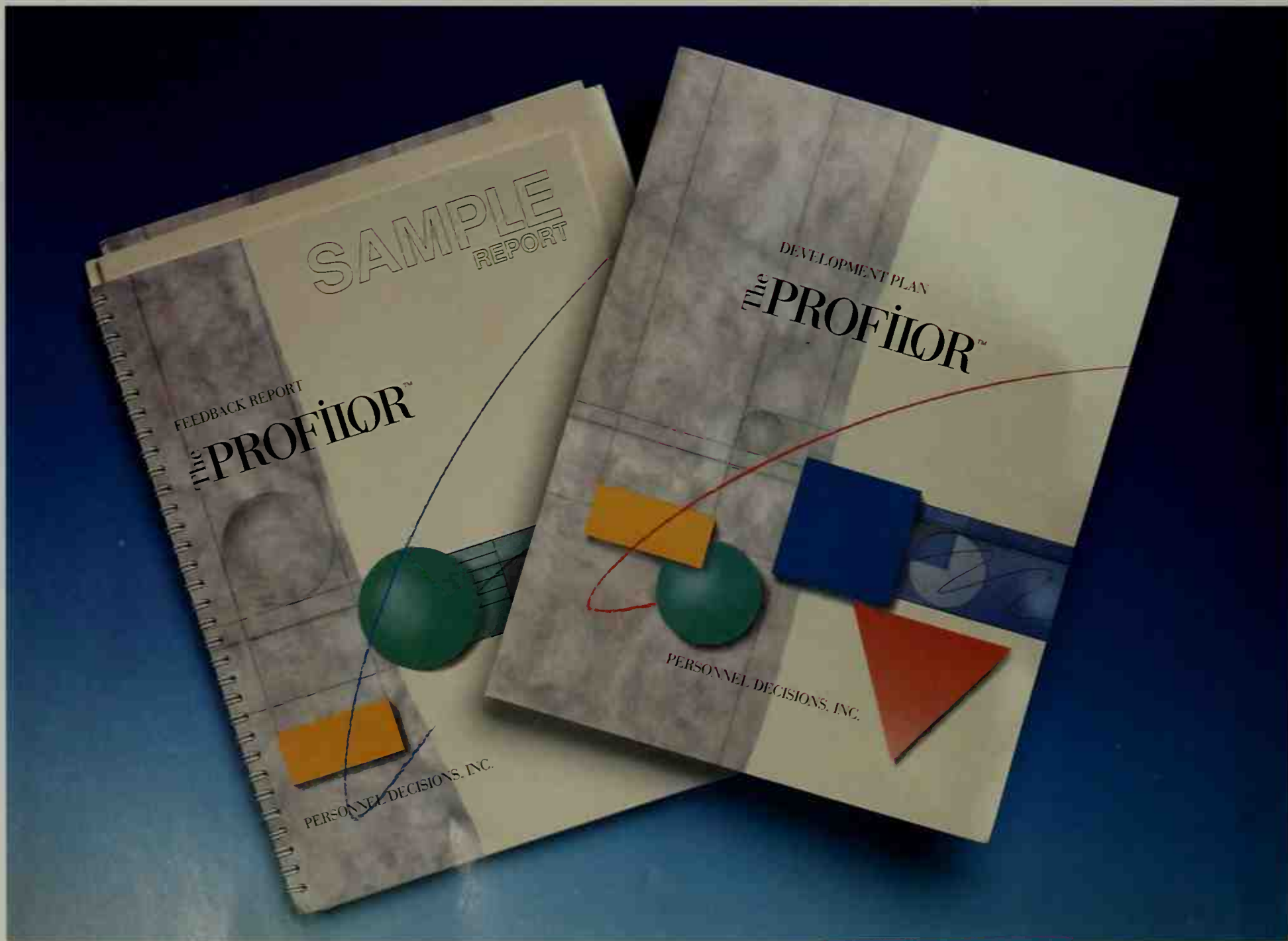
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Lisa Bronson Mezoff
Barbara Hockfield
Natural Child Care Company



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 Arthur Congdon
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Kujoo International, Inc.



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Personnel Decisions, Inc.



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Margo Zucker
ACCO/Swingline



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Lick Your Chops



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Gillian Hanson
Kraft General Foods



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 Coca-Cola USA



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Hugh Montgomery
Premium Beverages



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Catherine Wilson
California Fragrance Co.

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Dennis Thompson
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The Wine Alliance

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David Sapp
Dave Whitney
Black & Decker



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Michael Baland
Michael Van Patten
Bernie Simone
Bristol-Meyers Products





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 Leif Arneson
 David Wisnom
 McDonald's

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 Avon, CT
 William Sterling
 Atapco Office Products



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Frankfurt/Main, Germany
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Eugen Kormann
Dirk Olaf Wexel
Bärenquell Brauerei, Berlin



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Anne Callahan
Karen Dendy
Mothsoft, Inc.





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Philadelphia, PA
Suzanne McDevitt
Marionne Krystofolski
SmithKline Beecham Pharmaceuticals



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Redondo Beach, CA
The Upper Deck Co.



THE BERNI COMPANY
Greenwich, CT
Mark Eckstein
Peter Antipas
Colgate Palmolive



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Cleveland, OH
Karen A. Skunta
Beth Segal
Elayne Lackritz
Vitantonio Mfg. Co.

KORNICK LINDSAY
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G. Heileman's



KOLLBERG/JOHNSON ASSOCIATES
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Gary Kollberg
Ralston Purina

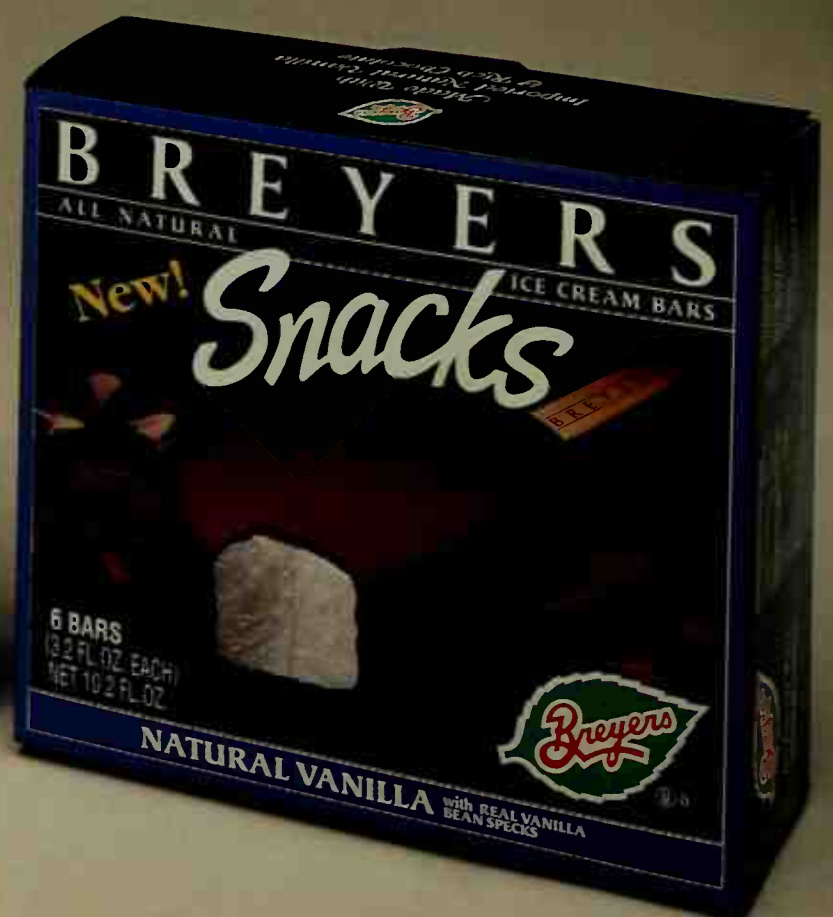


PACKAGE DESIGN OF AMERICA
Bridgeport, CT
Alon W. Anderson
Gary V. Holdo
Bob Moore
Bausch & Lomb



PRIMO ANGELI
San Francisco, CA
Anne Thistleton
Herve Cothelin
Rolando B. Rosler
Coca-Cola Nestle Refreshments Co.

UNISYS CORPORATION
Plymouth, MI
Teri Copo-Pollard
Larry Kolde
Anthony W.H. Ho
Powerport



BAILEY SPIKER
Norristown, PA
Paul Spiker
Laura Markley
Peter Piopo
Kraft General Foods



QUATTRO CREATIVE PRODUCTS
Eden Prairie, MN
Dallas Hockman
Robert T. Knutsen
Debra J. Strone
Cargill Nutrena Feeds



RAWLINGS SPORTING GOODS
St. Louis, MO
Dan Freund
Scott Smith
Dan Olson
Rawlings Sporting Goods

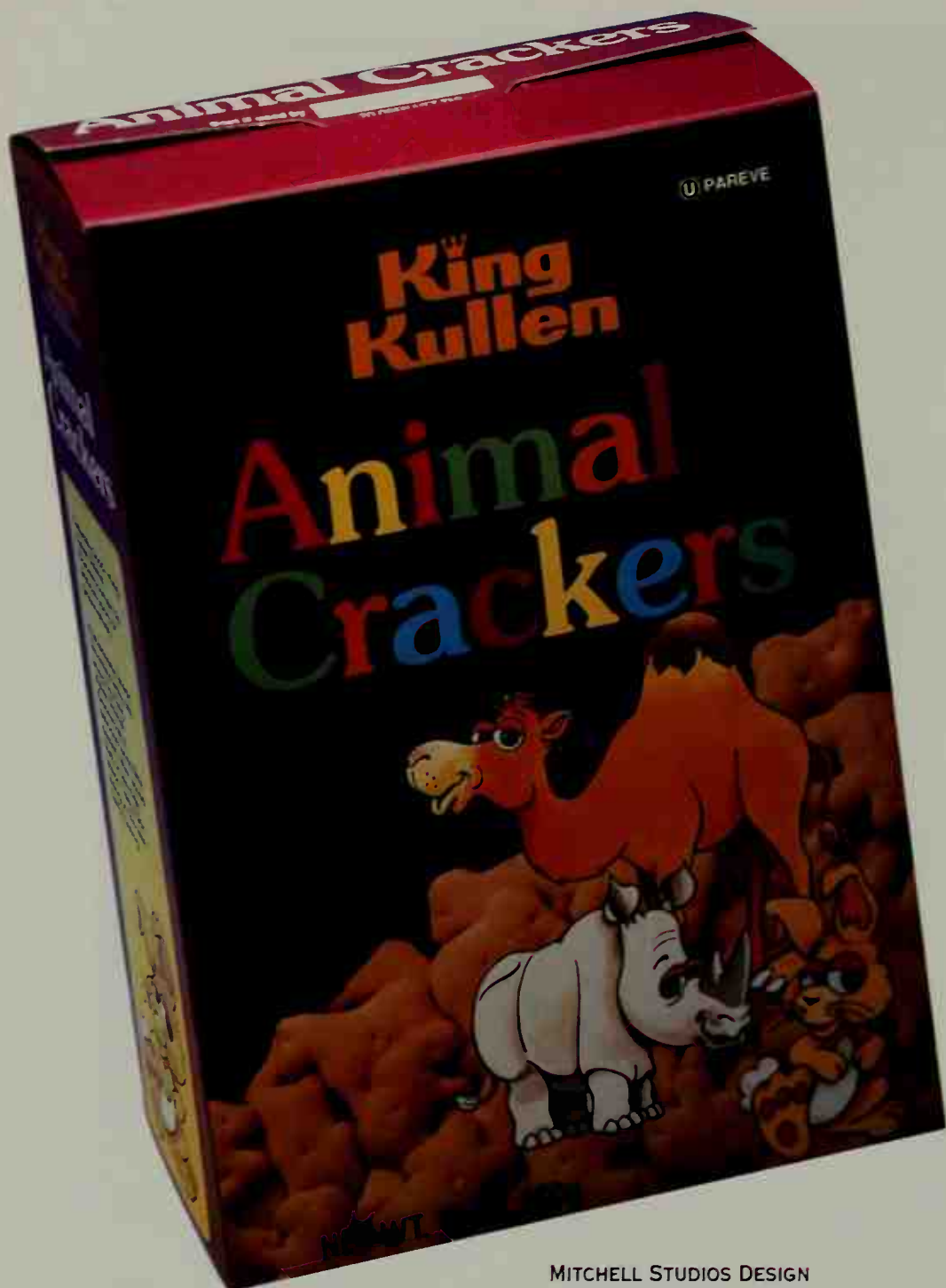
BUNTIN ADVERTISING, INC.
Nashville, TN
S.A. Habib
Tom Milner
Square Two Golf, Inc.



THE BOARDROOM DESIGN GROUP
Cleveland, OH
Mike Previte
Rick Williams
Allen Seavert
Sherwin Williams



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 Patti Britton
 Georgia Deaver
 Thea Schrack
 Viansa Winery



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 Stefania Octaviana
 King Kullen Grocery Co., Inc.

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 ASSOCIATES
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 George Bruce
 Steve Walker
 Chris Wilhelm
 Sara Lee





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Nancy Brogden
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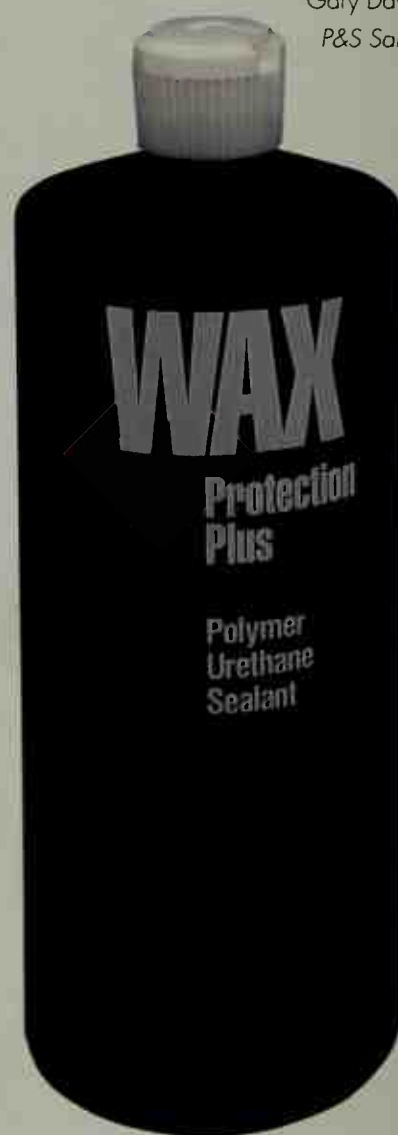


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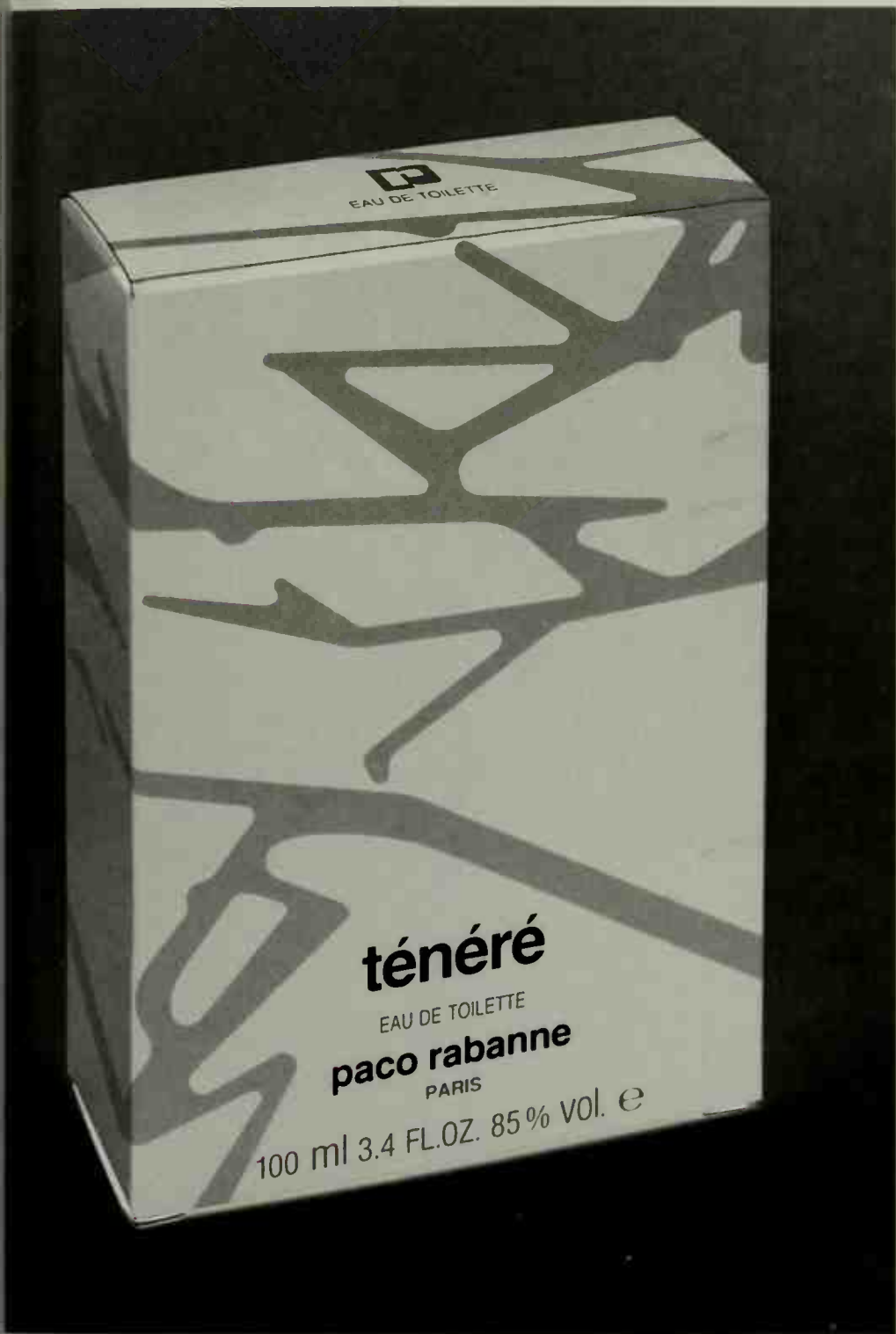
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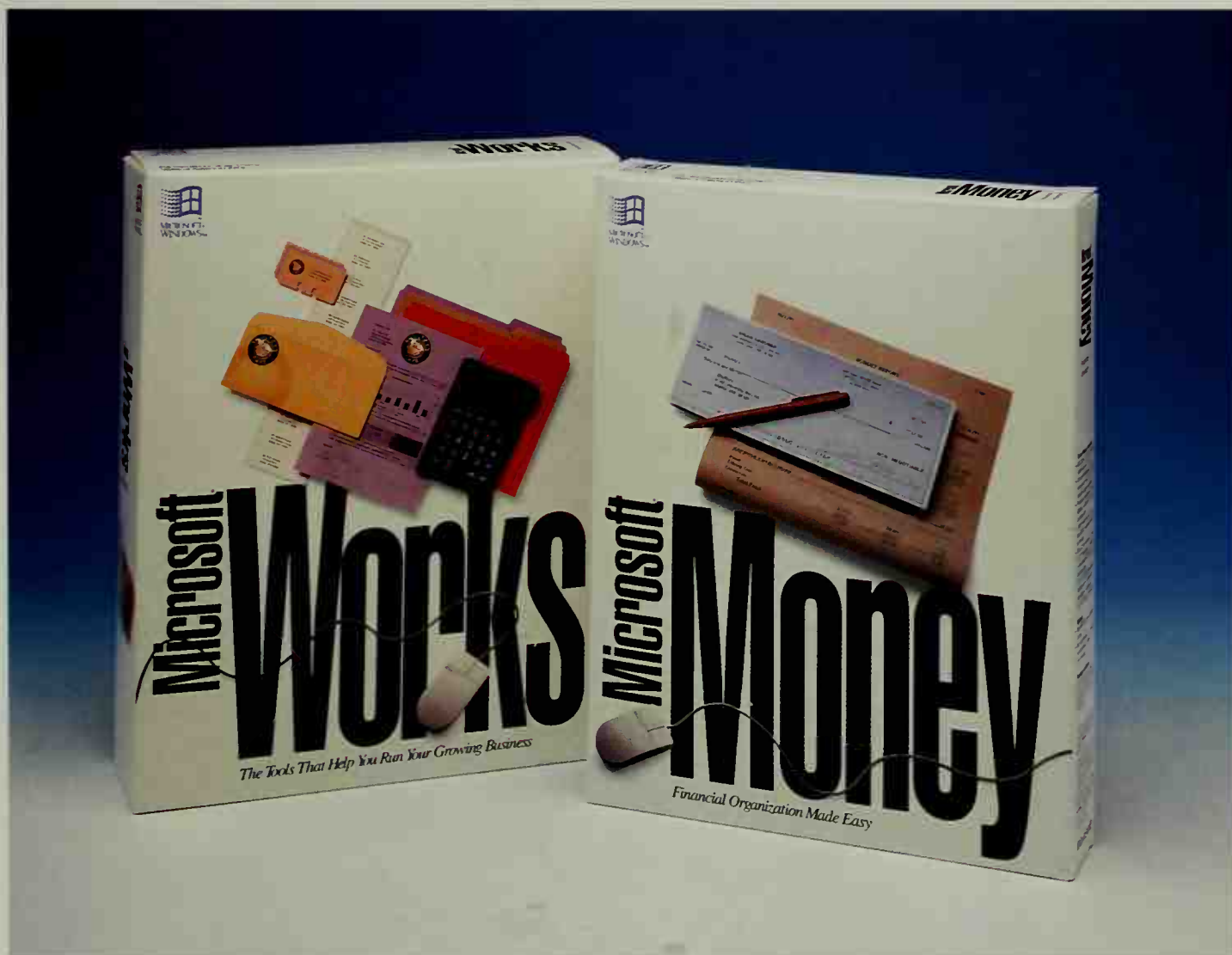
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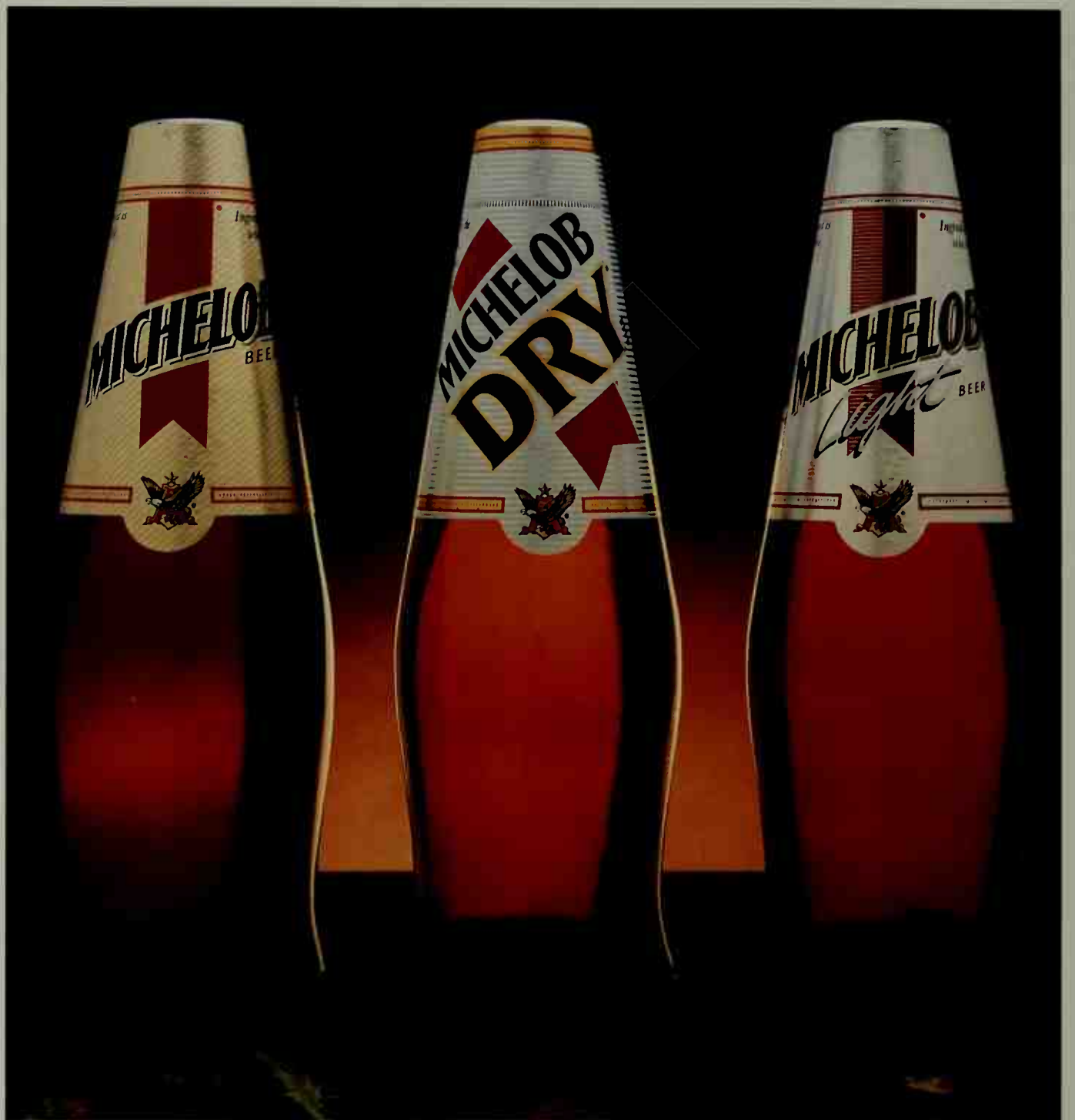


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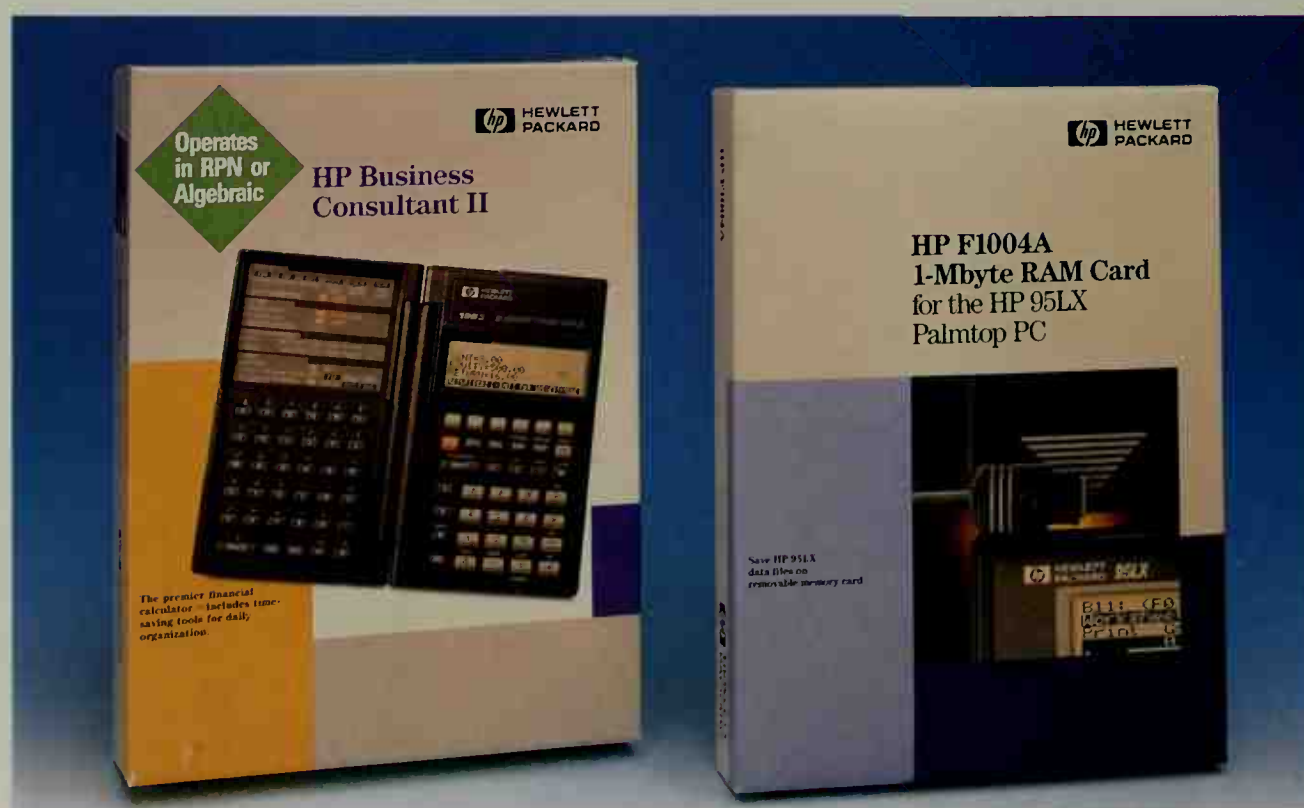
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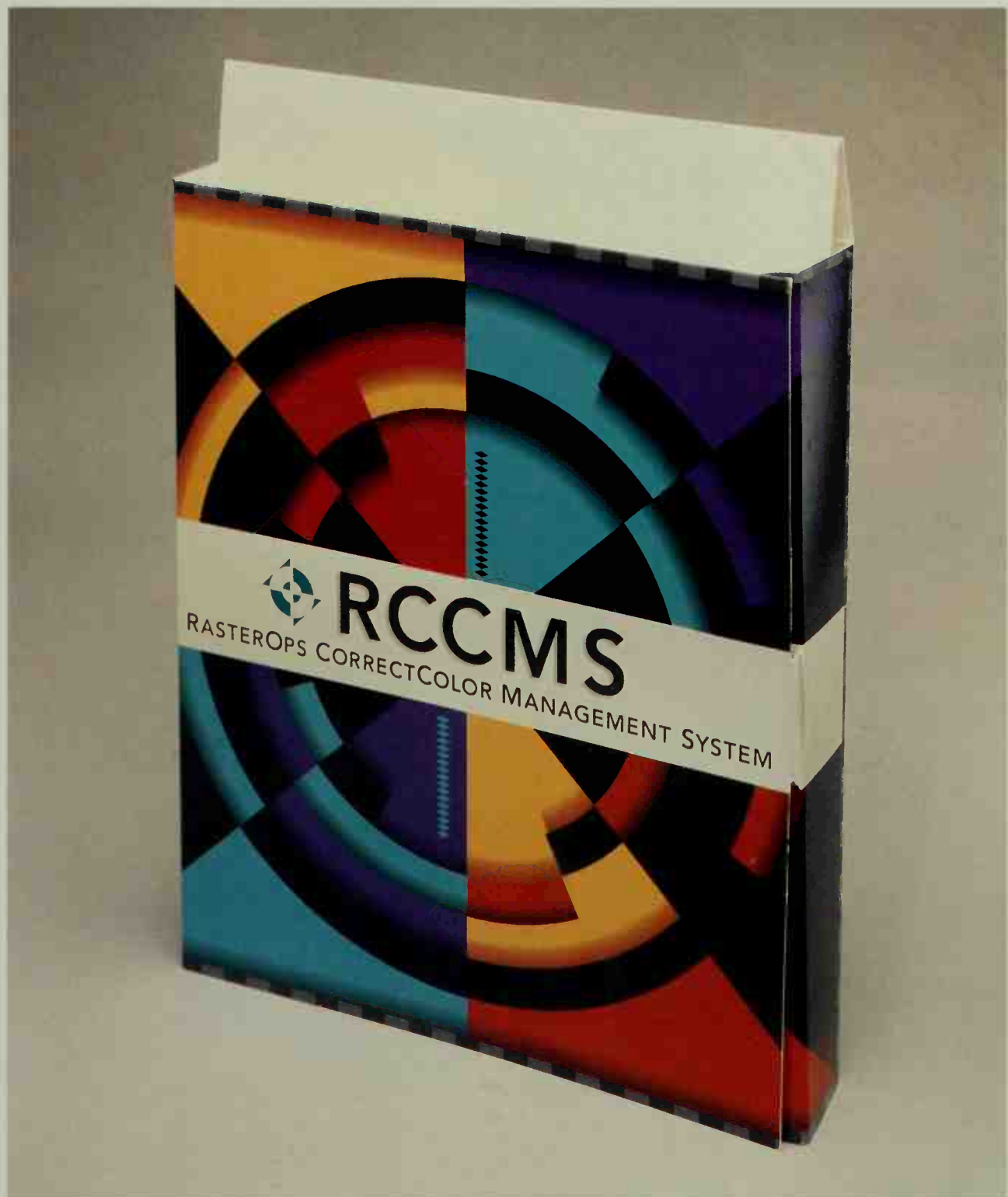


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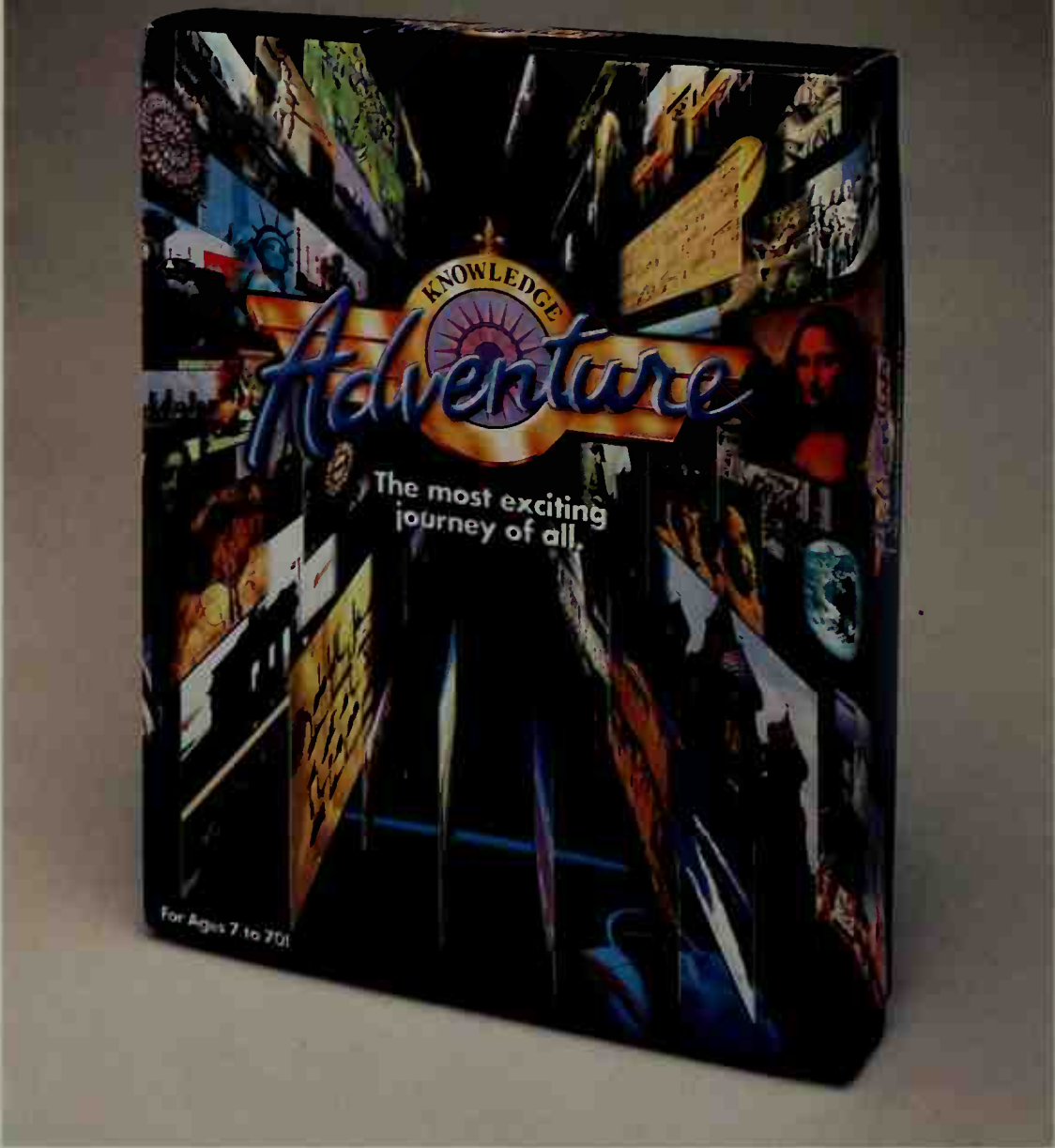


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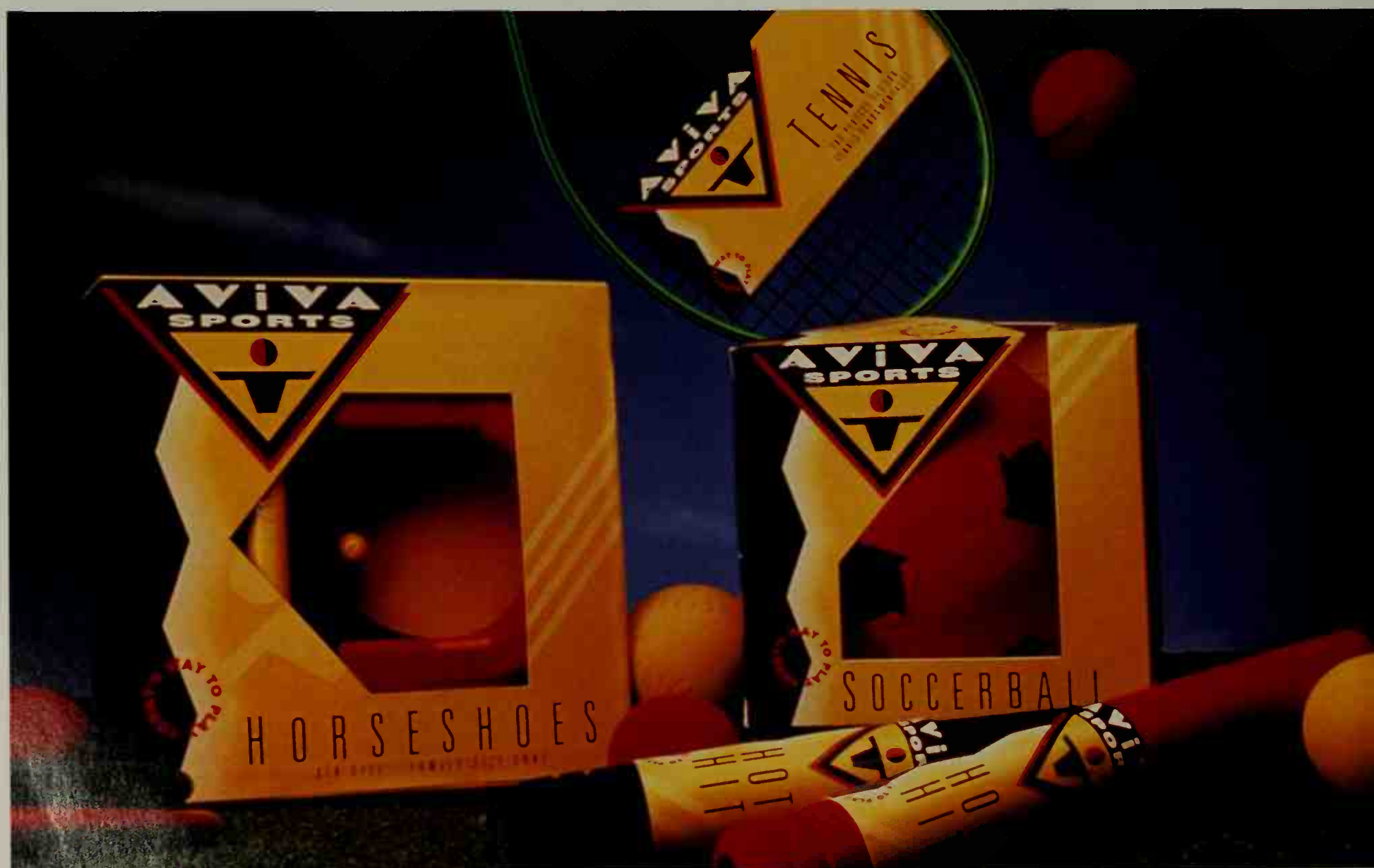
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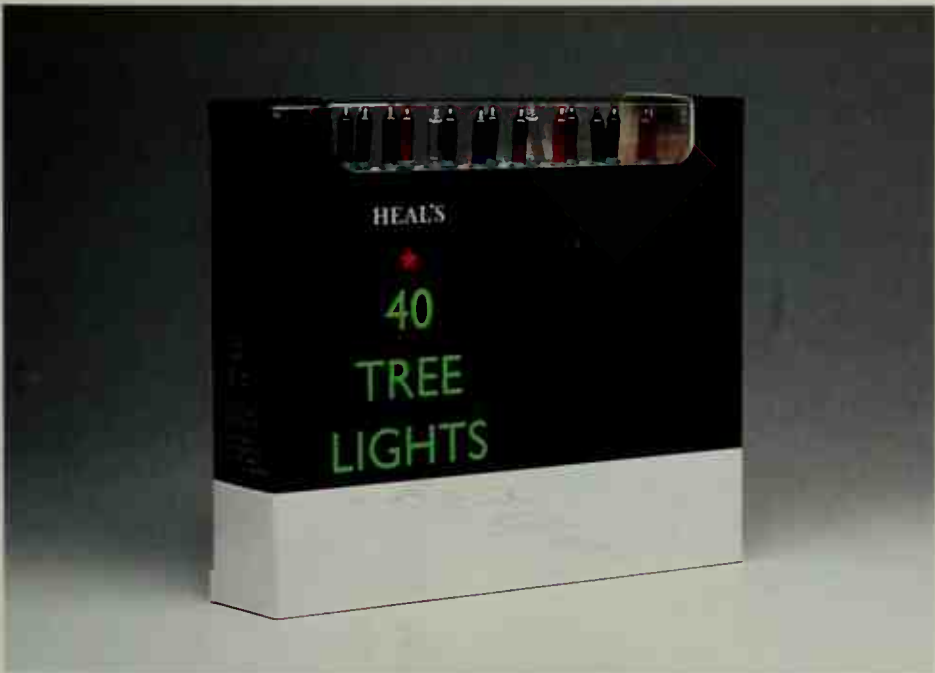


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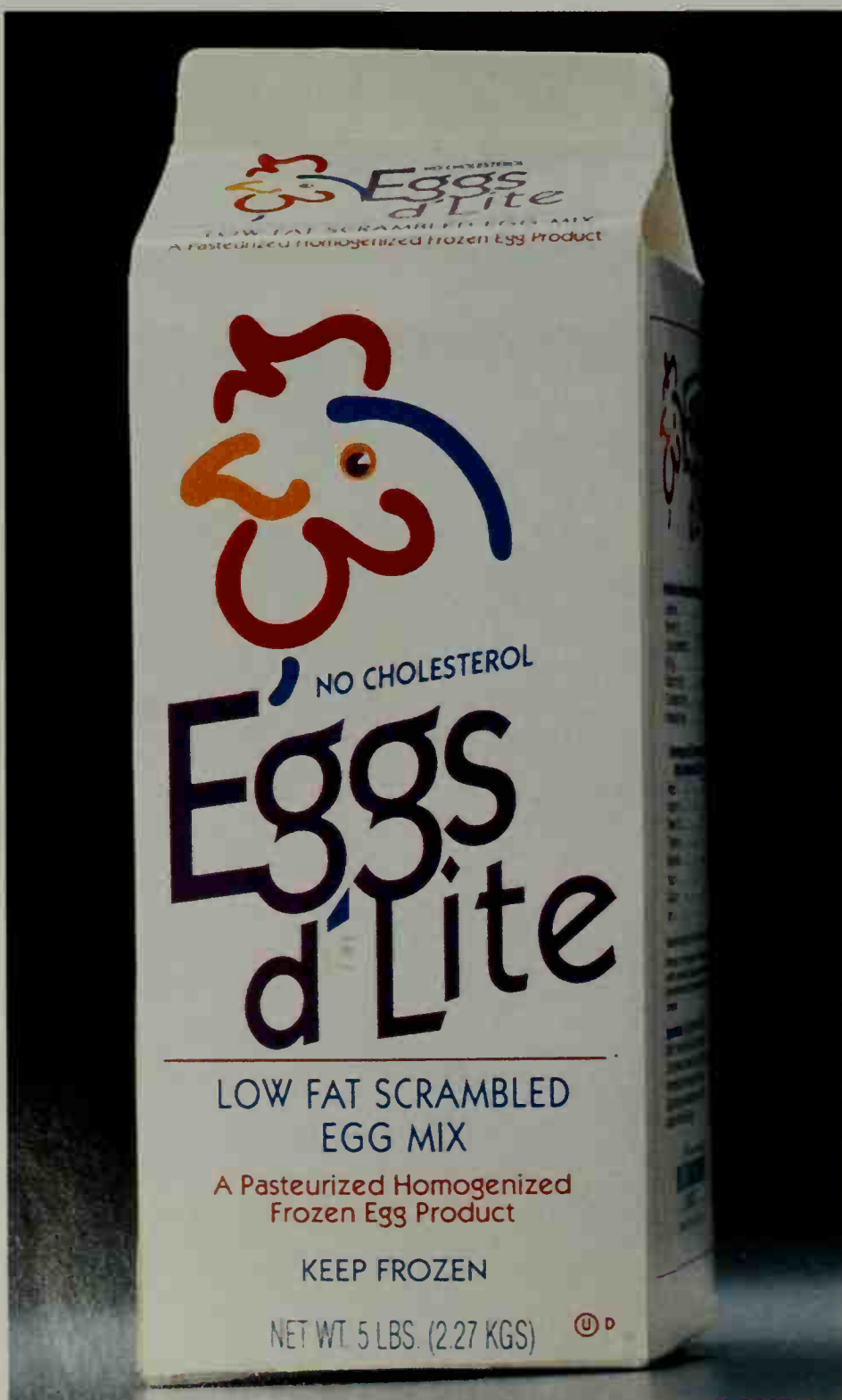
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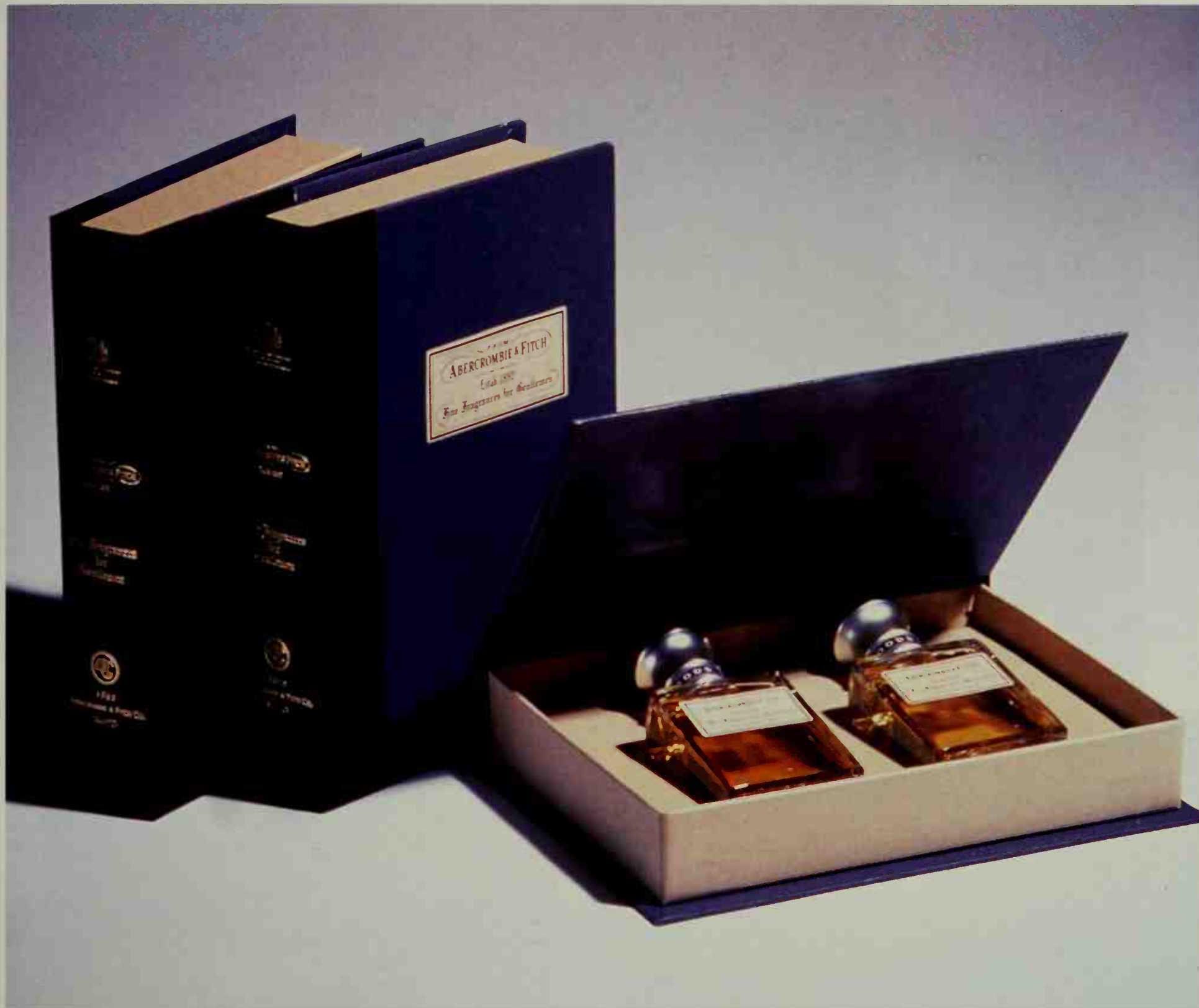
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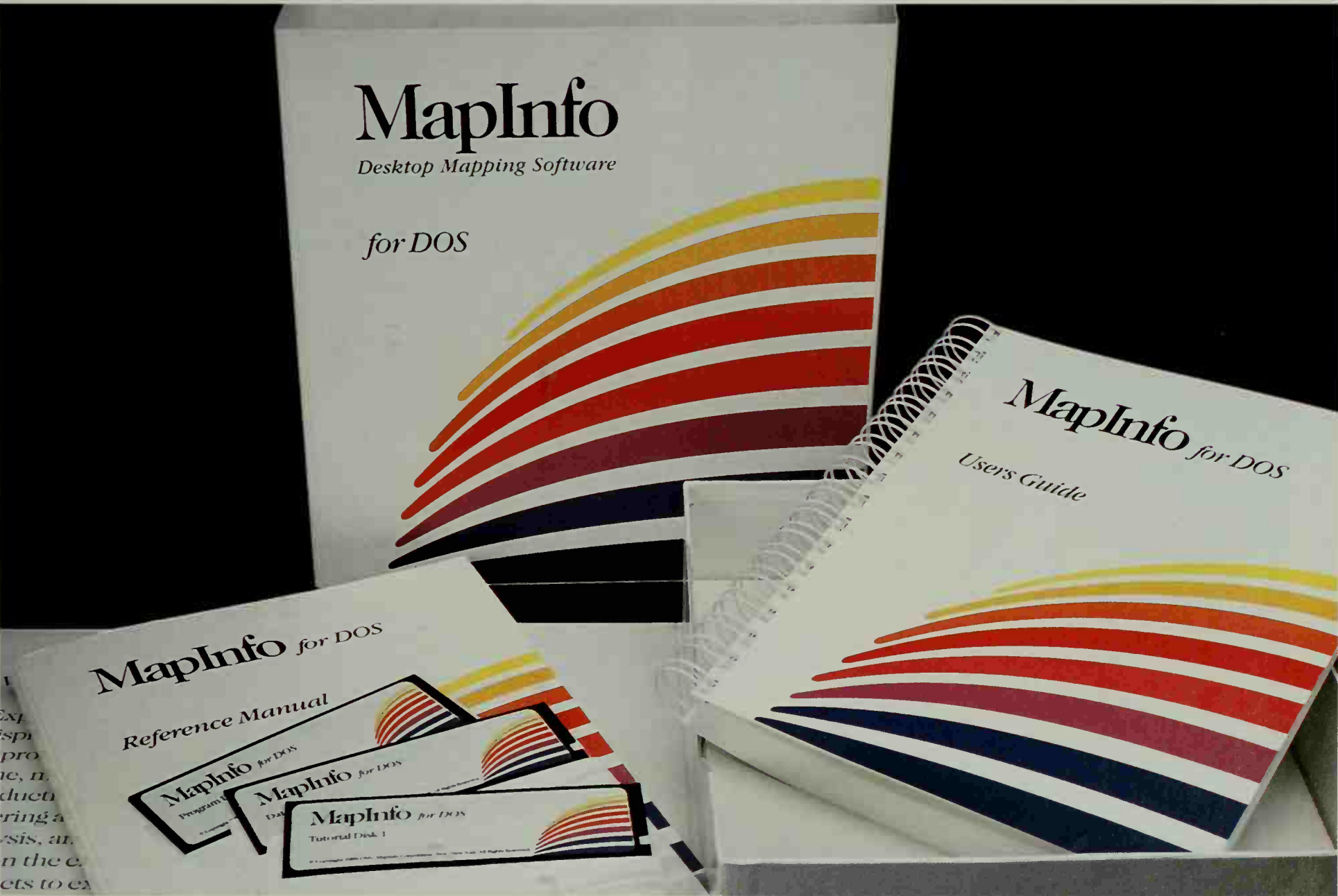


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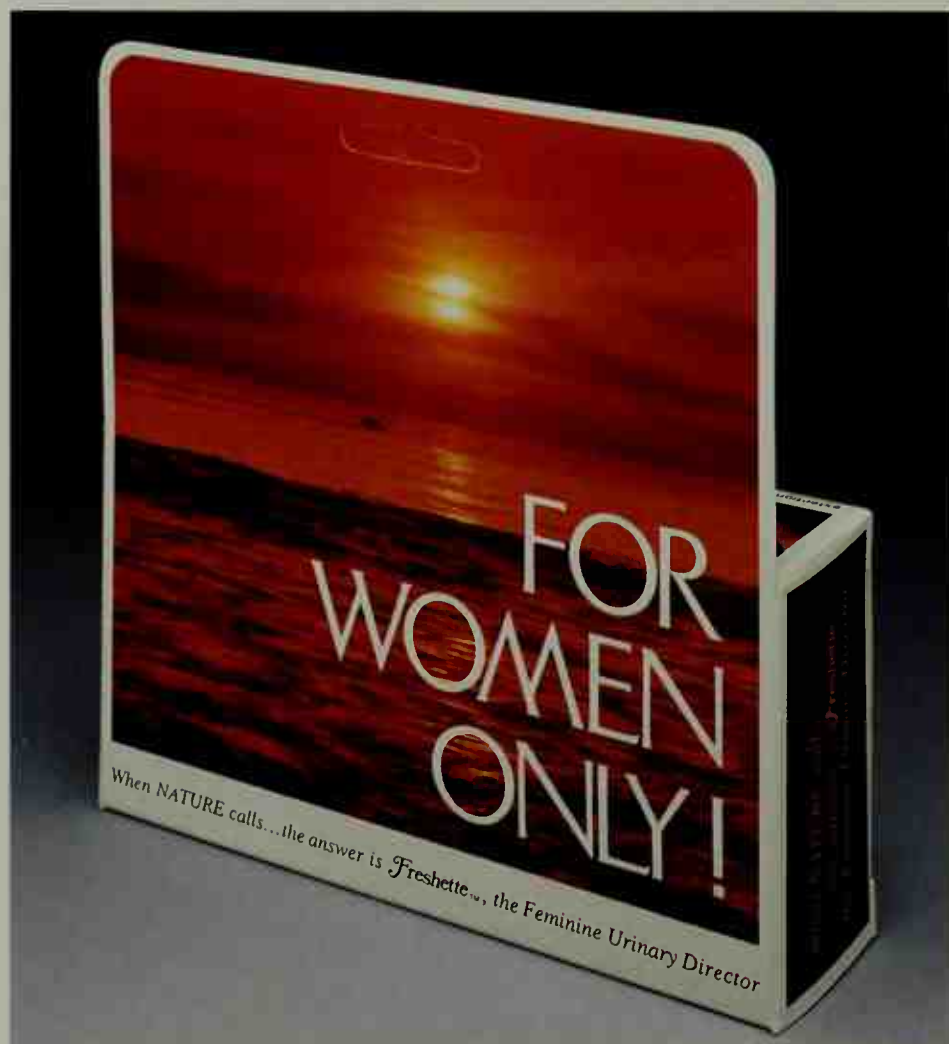
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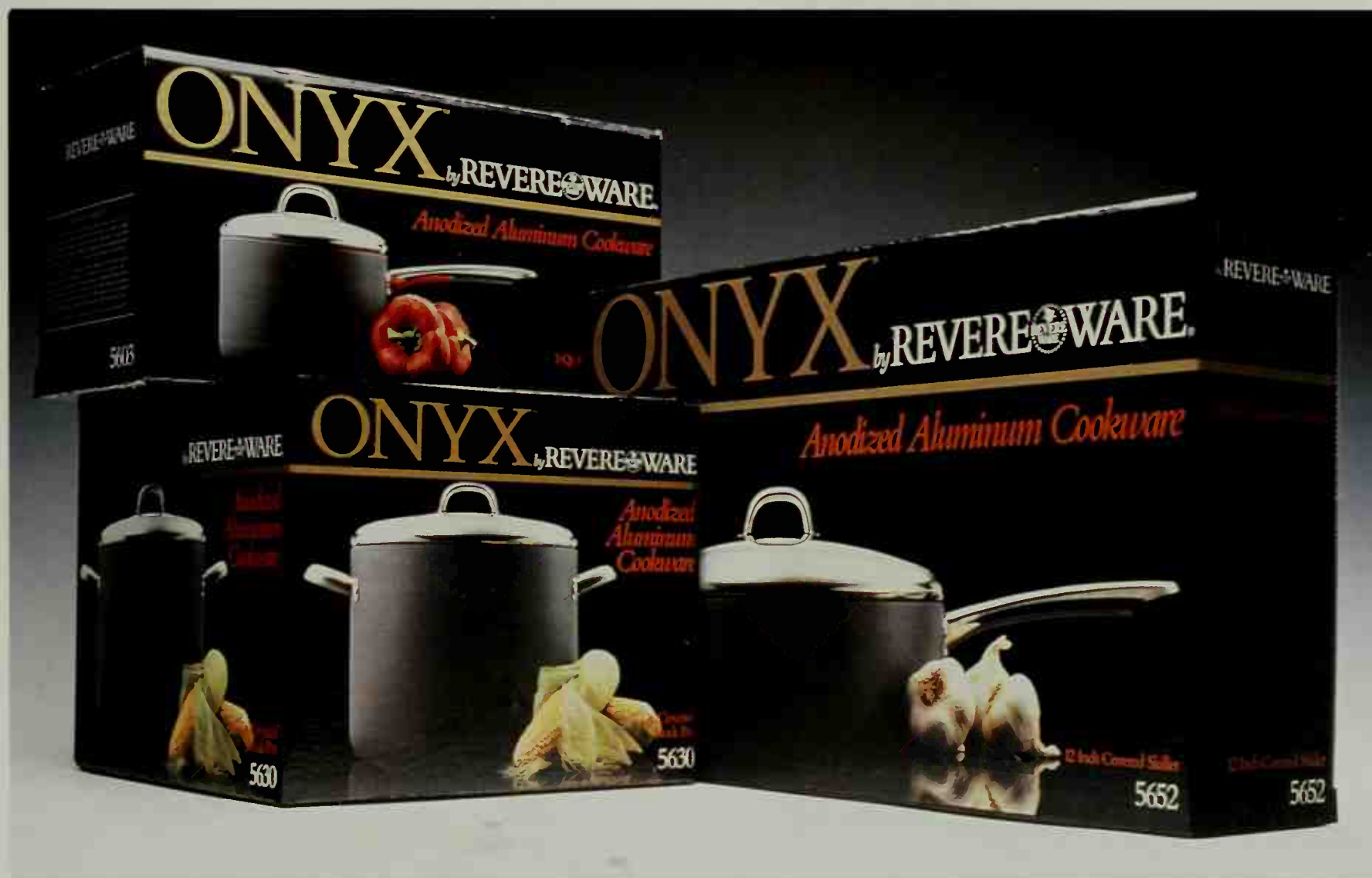


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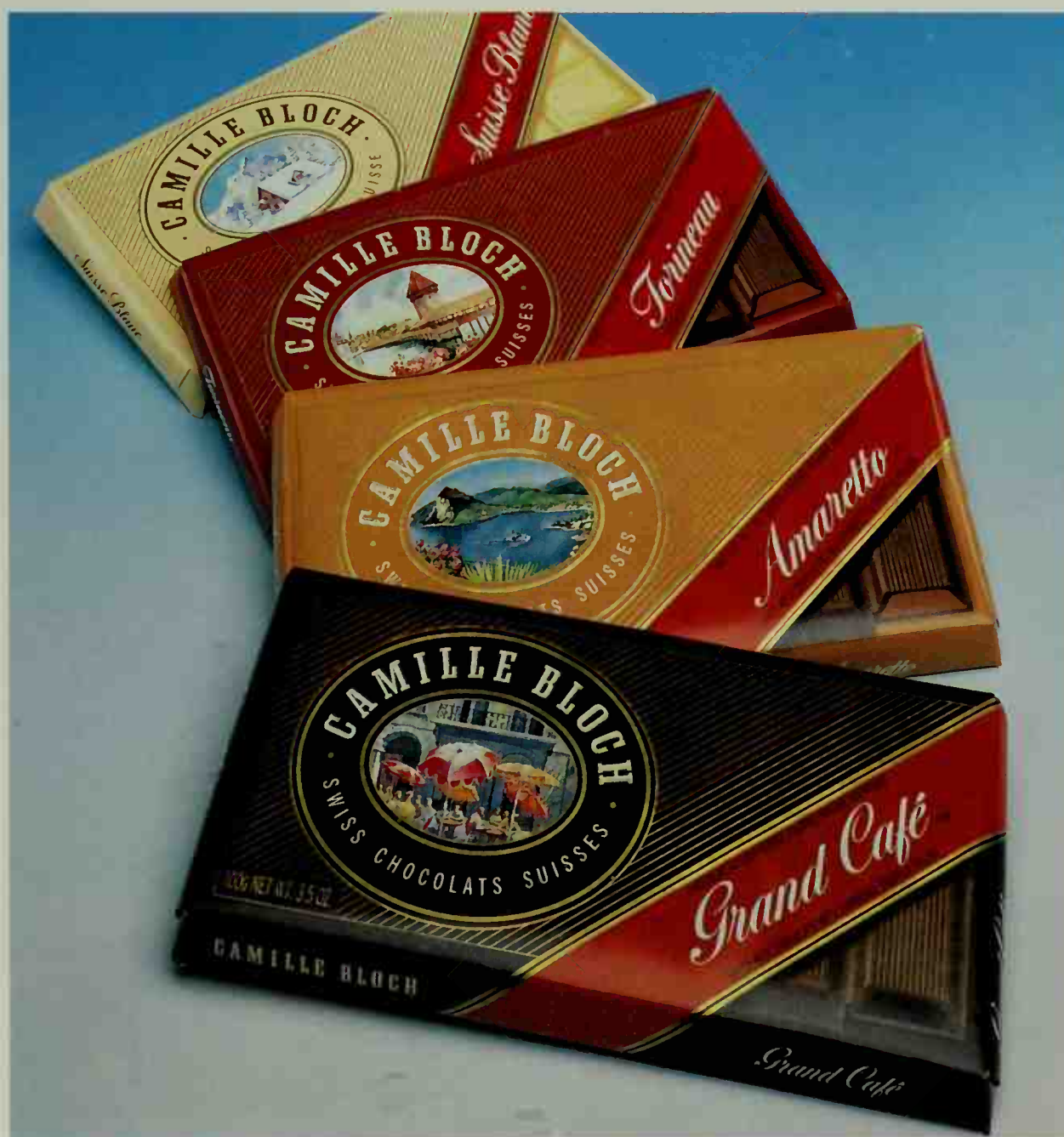
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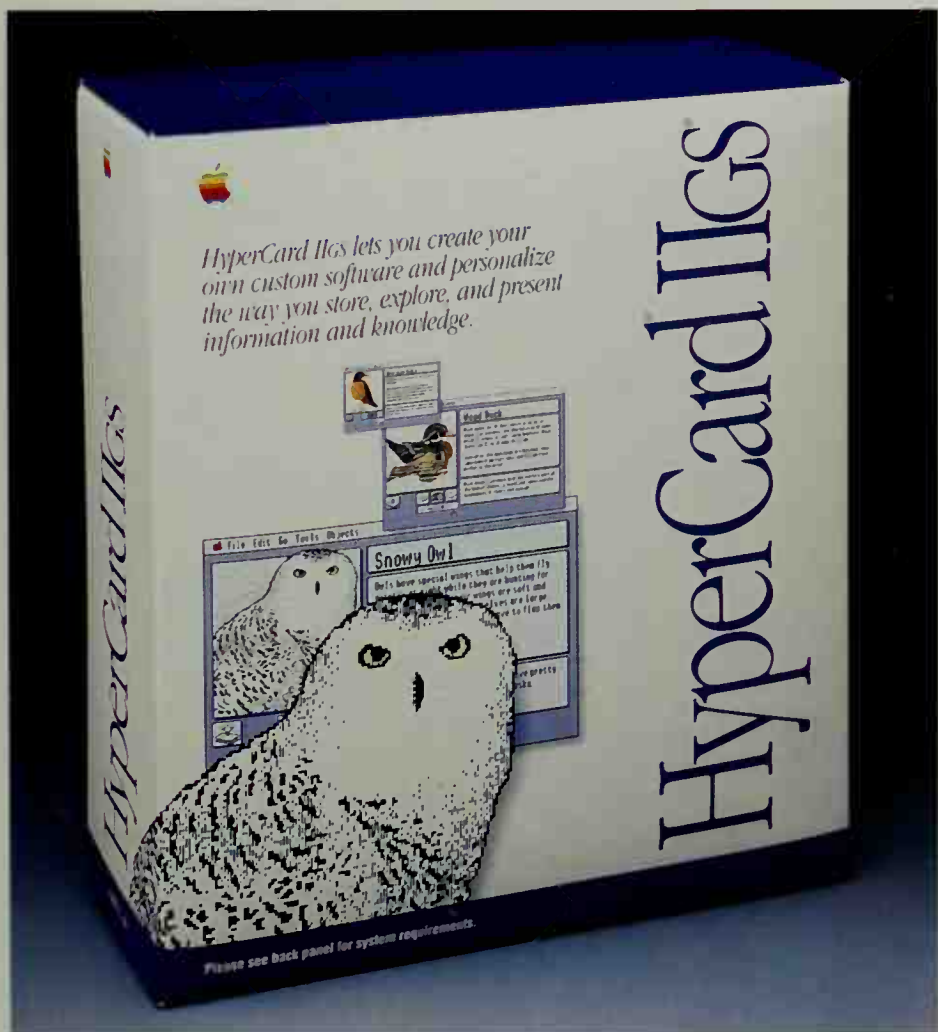
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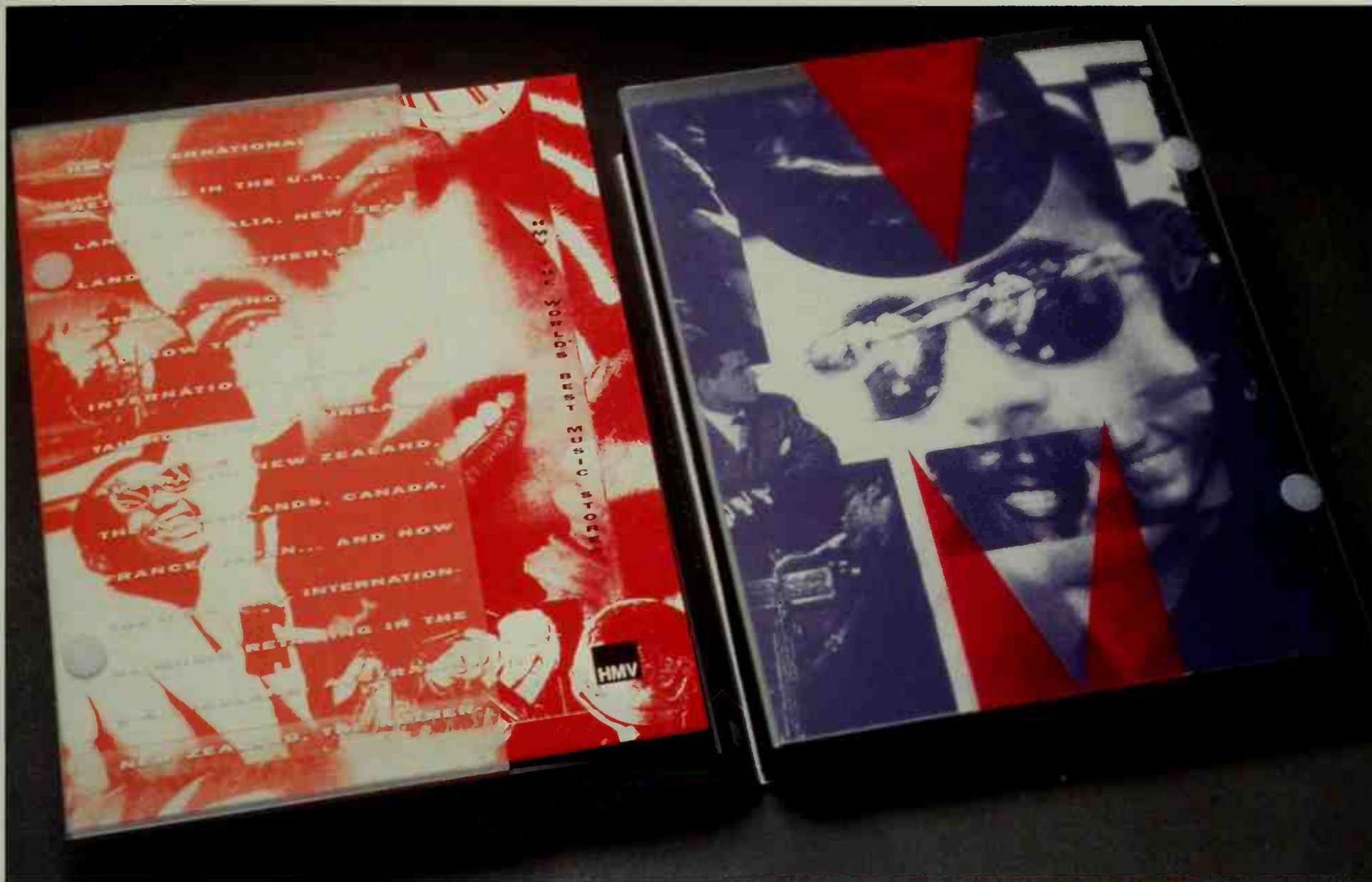


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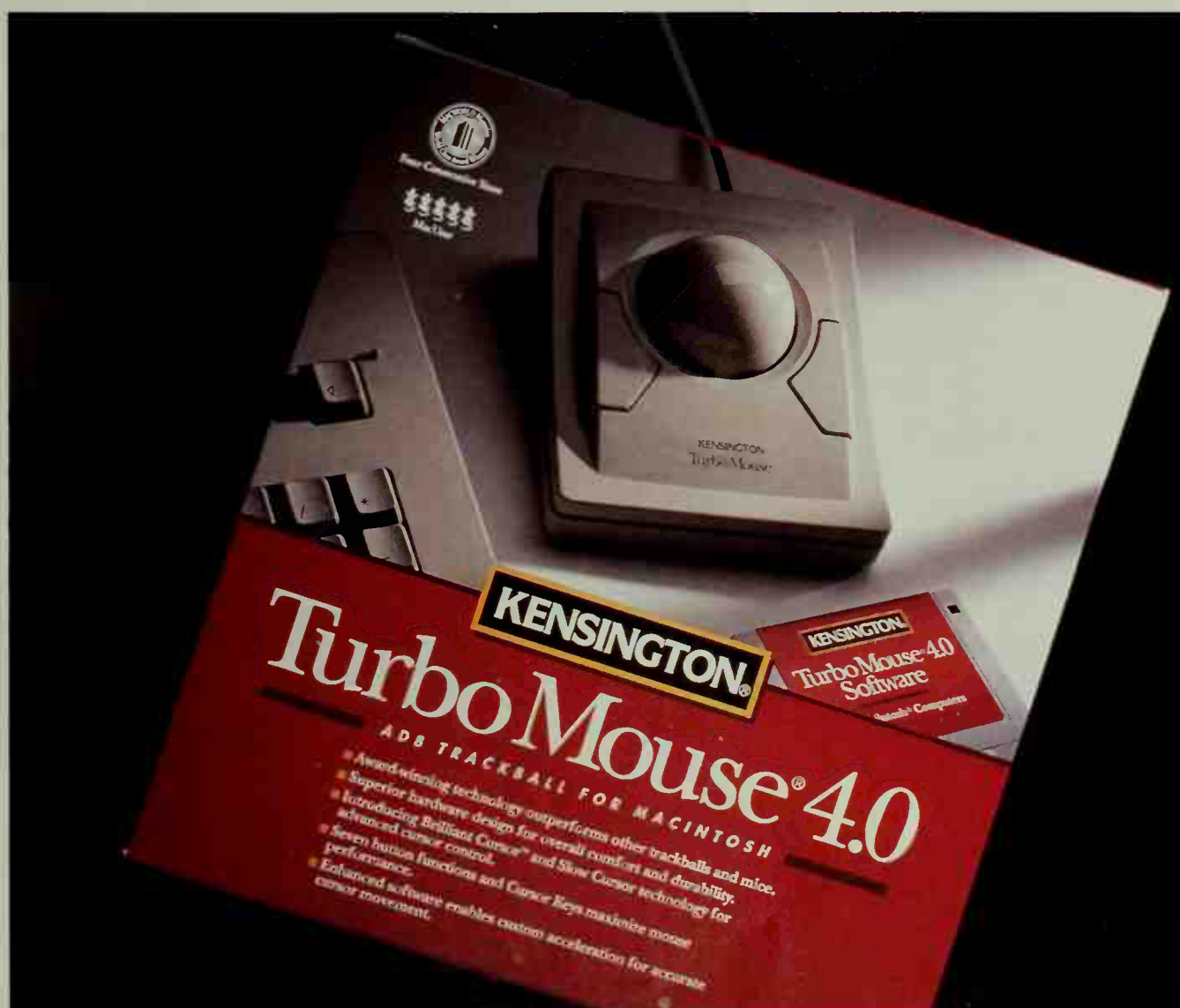


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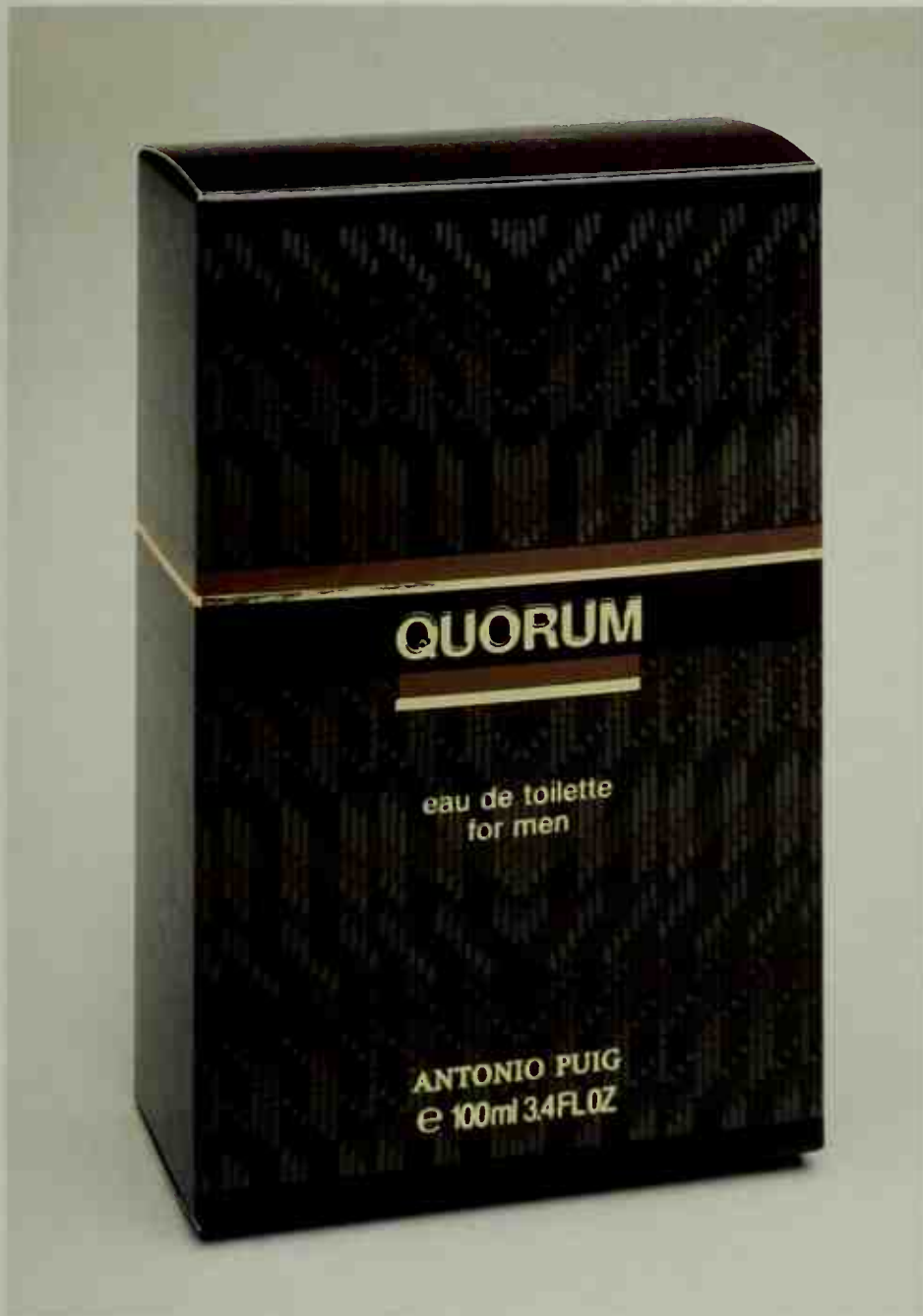
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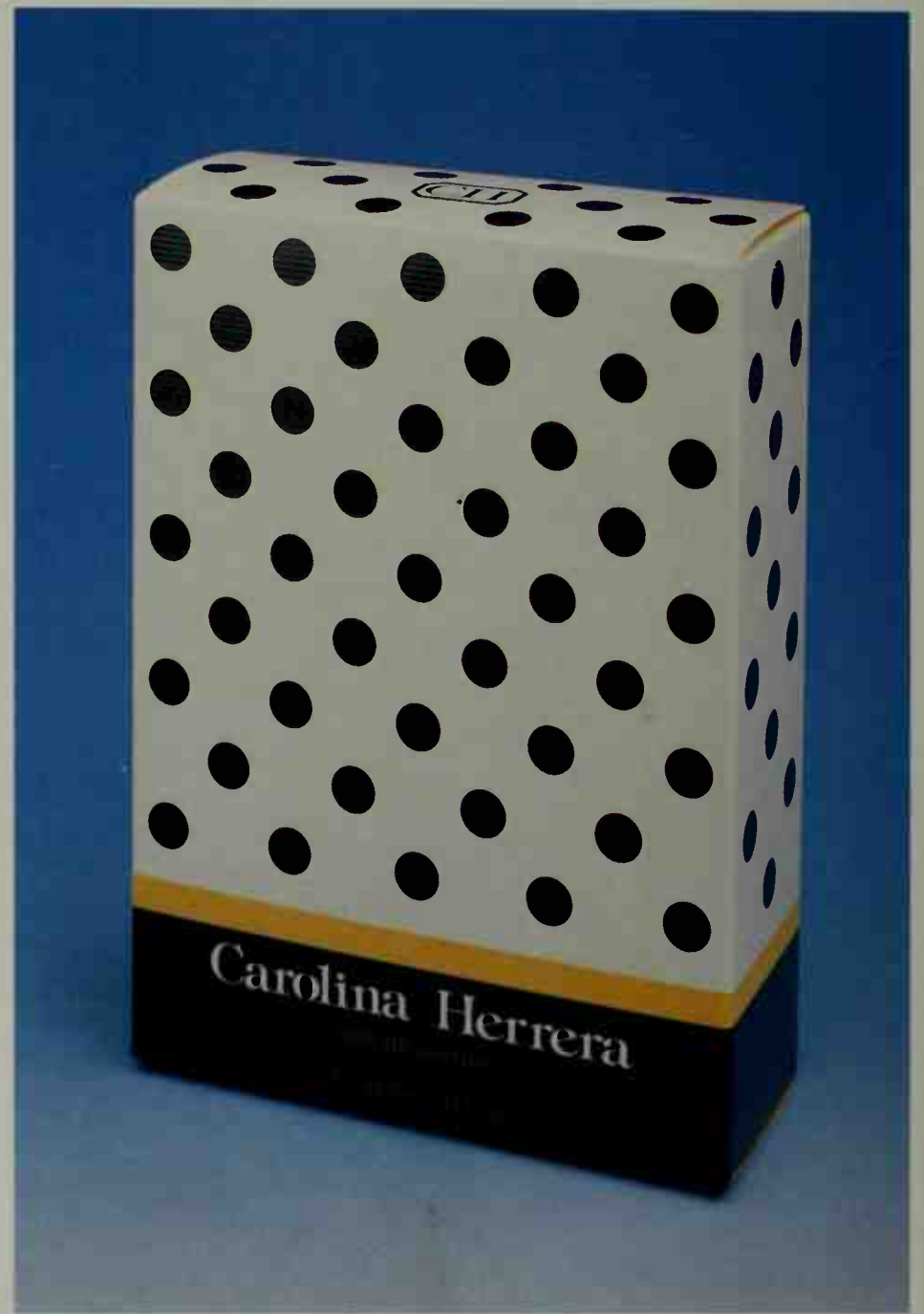
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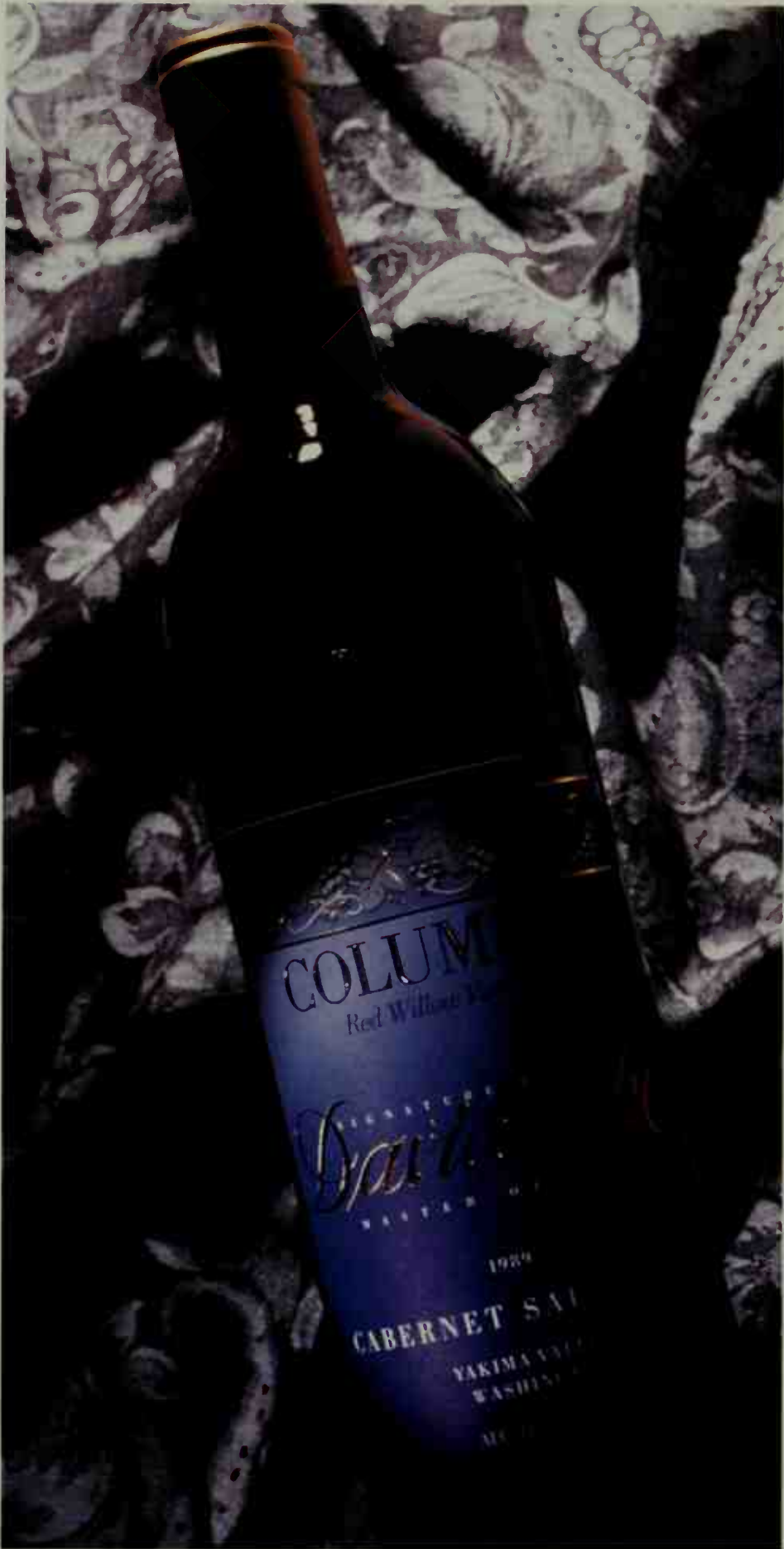
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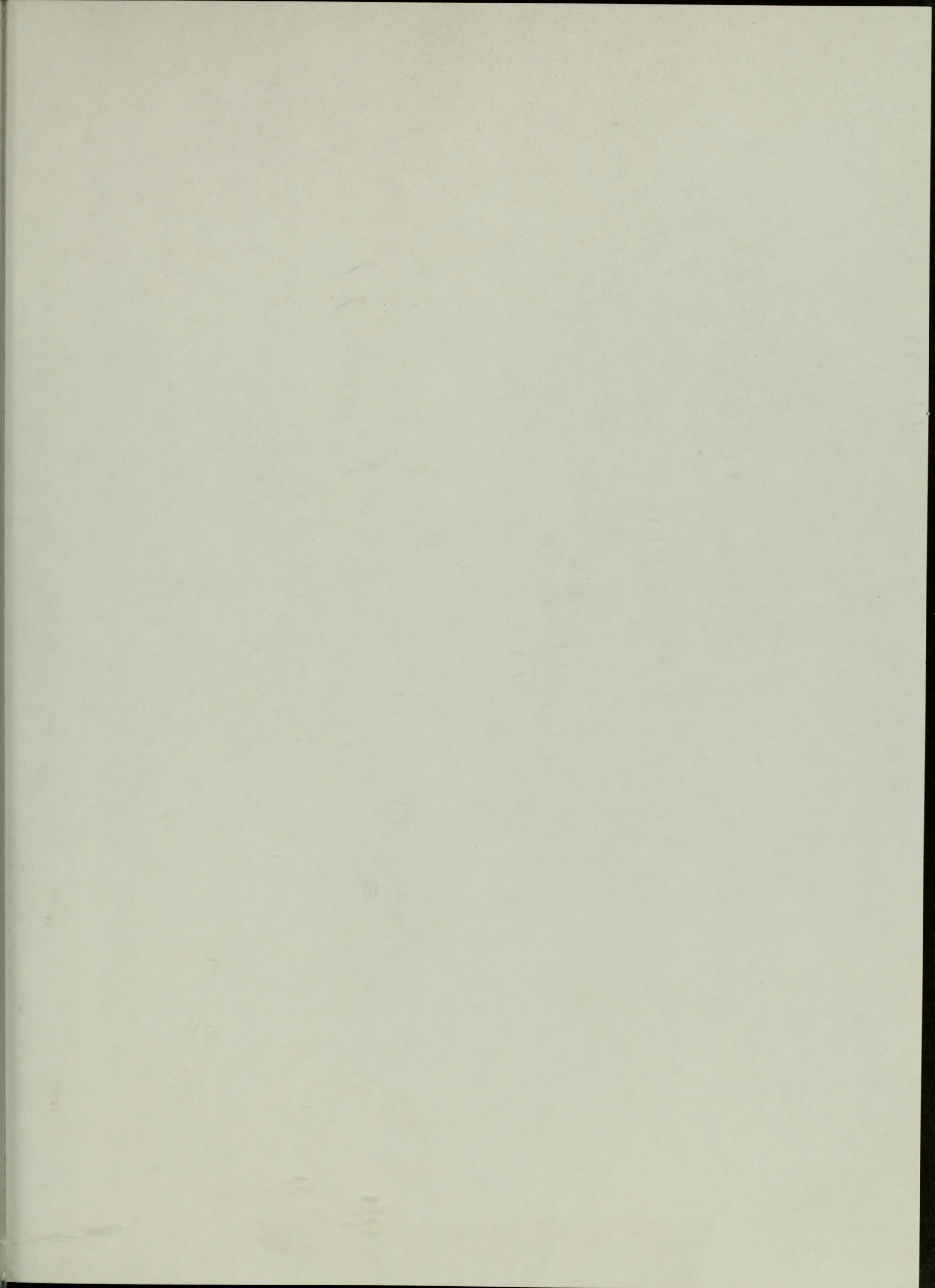
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The International Brands Packaging Awards Competition was created and directed by Murray J. Lubliner, who has played a pivotal role in development of brand identity strategies for hundreds of marketers in the United States and abroad. He is a specialist in the naming of companies and brands; and on the relationships of a corporation's identity to its brands in marketing communications.

Before forming Murray J. Lubliner Associates, based in New York, he served as a founding partner in Lubliner/Saltz for 17 years and as a senior marketing executive at Lippincott & Margulies. He is a graduate of New York University, where he is an adjunct professor at the NYU Management Institute and teaches a course on "Image, Identity and the Bottom Line." He writes and speaks extensively on brand and corporate identity issues.

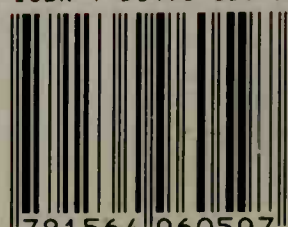


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